

PODCAST[®] MAGAZINE

BEYOND THE MICROPHONE



THE BEST

**VET HOSTED
PODCASTS**

ALAN ALDA

STILL sM*A*S*Hing
IT & **HAVING FUN**
AT 84

**JEN SMEDLEY &
KRISTIN HENSLEY**

**MOM'ING SO
HARD IT HURTS**

BRUCE BUFFER

IT'S TIME THE
TRUTH COMES OUT

JEN SARGENT
THE MOST
INFLUENTIAL
WOMAN IN
PODCASTING?

PODCAST MAGAZINE'S
#1 VET IN PODCASTING

“
*It's not weak to
have emotions, but
there's a balance...
We don't make good
decisions when
we're emotional.*”

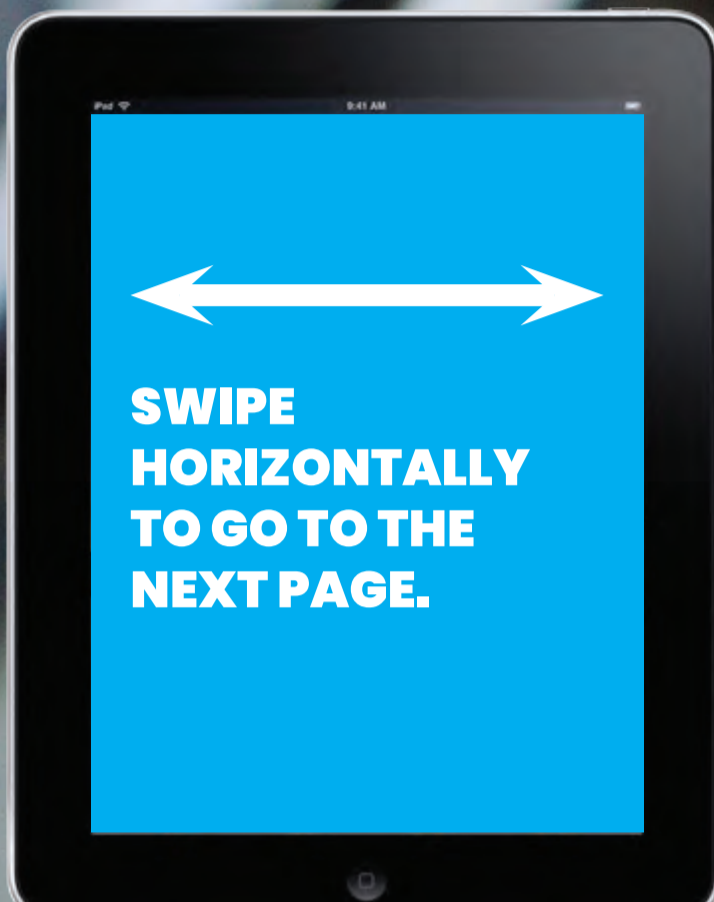
JOCKO WILLINK

TAKES DIRECT AIM AT PERSPECTIVE



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FEATURE



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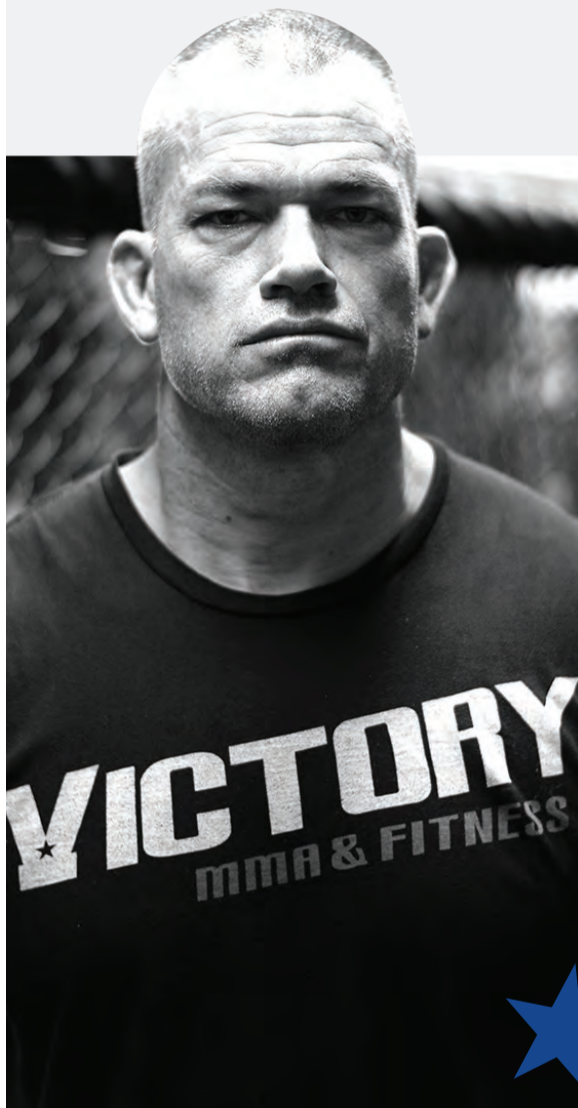
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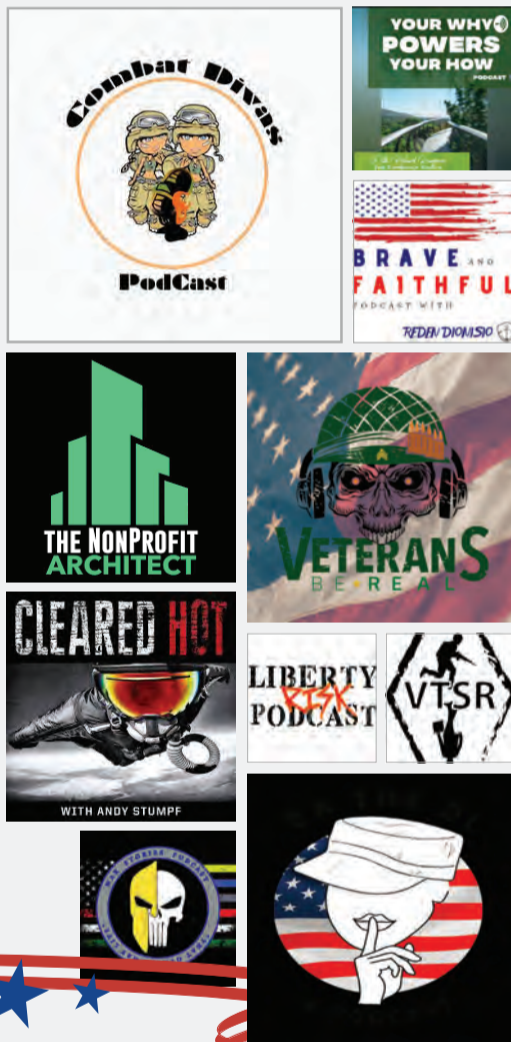
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Bringing people together
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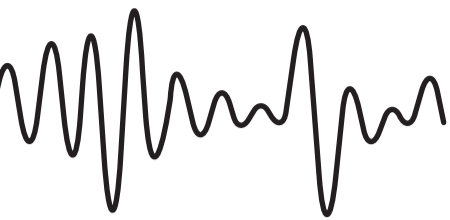
Our look at new technologies, platforms, products and tools that impact podcast culture

THE PROFESSIONAL PODCASTER

An insider look at the business of podcasting—by podcasters, for podcasters

PODCAST MAGAZINE'S HOT 50

The industry's only monthly chart highlighting the top 50 podcasts as selected by podcast FANS



FROM THE EDITOR



STEVE OLSHER

Founder/Editor-in-Chief

Recently, I've been obsessed with innovative technologies. From AI and autonomous vehicles to space travel, robotics, the reinvention of healthcare and more, it is stunning to witness what human beings are capable of creating by leveraging the infinite resources we *already* have.

As I've dug deeper into what's now, what's new, and what's next, often orbiting into endless black holes of information, it occurred to me that perhaps the most powerful invention our species has created to date was brought to market over 140 years ago.

Rather than play guessing games, I'll cut right to it. That invention? The microphone.

While there is some degree of debate as to whether Johann Philipp Reis, Alexander Graham Bell, Elisha Gray, David Edward Hughes, Emile Berliner, or Thomas Edison should be credited with developing the predecessors to what is commonly known today as a microphone, what we can all hopefully agree on is that the microphone affords the ability to share, and amplify, one's message.

Think about the messages amplified with the assistance of a microphone that have resonated deepest for you.

From Dr. Martin Luther King Jr. and Oprah Winfrey to Steve Jobs, Greta Thunberg, and John F. Kennedy, the right voice heard at the right time has the power to motivate the masses and bring the impossible to fruition.

Perhaps what is most beautiful about this weapon of mass empowerment is that it, of course, is a neutral, inanimate object. A microphone has no political bias, viewpoints, or perspective.



Photo credit: <https://tinyurl.com/y4fkav4k>



Daniel Reinhardt / picture alliance / Getty Images

It does what it has been designed to do—allowing men, women, and children of every race, religion, color, and creed to share their thoughts.

A microphone does not judge nor punish the messenger for the message.

Podcasts—unlike terrestrial radio where censorship and expectations run rampant and are often driven by financial incentives—are unfiltered, perhaps best carrying forth the vision for the instrument as originally intended by its creators.

However, such freedoms are potentially in jeopardy. Recently, Spotify’s \$100,000,000 acquisition of *The Joe Rogan Experience*, while certainly helping to validate the value of the medium, has also brought into question its ability to remain immune from outside influence or oversight.

With the ink not yet fully dried from the transaction’s completion, a boisterous group of Spotify employees banned together in protest of elements of the

show’s content. Their concern? Rogan’s stance on transgender-related issues and, what they described as, associated “*transphobic discussions.*”

This has the potential for entering dangerous territory. Should transphobic discussions be censored by either Spotify or, perhaps, a governing board similar to the FCC? What about antisemitic conversations? Race-related topics?

If the answer is “yes” and a line is drawn, determining what is ‘acceptable’ or ‘not acceptable’ for podcasters to discuss will be forever in flux and ultimately determined by a select number of people who may, or may not, have the best interests of the population as a whole in mind.

As we sit on the precipice of the U.S. presidential election, we are reminded that the cultural divide is widening by the minute. One need only listen to the messages being put forth to come to this conclusion.

And, while the left may disagree with the right and vice versa, the truths we hold to be self-evident *must* include the ability for every. single. citizen. regardless of political party or stance to have the ability to speak into a microphone and express their opinions—whether one agrees with them or not—and distribute said message on the podcast platform of their choosing.

What we at *Podcast Magazine* perhaps admire most about this medium is that it affords *everyone* an equal opportunity to reach almost anyone, almost anywhere, at almost any time.

We will continue to do our part to protect, and fight for, these freedoms in the ways we are able.

This month, in honor of Veteran’s Day, we highlight the top veterans in podcasting as selected by podcast fans. These brave men and women, including this month’s cover feature Jocko Willink, have literally put their lives at risk to protect the freedoms our population continues to enjoy.

From being able to listen to the podcasts we love in unfettered fashion to hitting “record” and sitting behind our favorite microphone to share our thoughts, let us remember and honor the sacrifices of those who afford us the ability to do so.

And, may the alternative never be an option. 🎙️

“[A microphone] does not judge nor punish the messenger for the message.”



STEVE OLSHER

@ThePodcastMag



CONVERSATION CORNER

This month's featured 'Letters To The Editor'



Thank you *Podcast Magazine* for recognizing *Dueling Decades* in the "Hot 50" this summer! Here is a photo of our May accolades in our brand new studio, Podcast New York! If you're looking for nostalgia, check out our totally awesome adult-retro gameshow where the 70s, 80s & 90s do battle. Because it's your history, we just fight for it!

NICK HOFFMANN
Host, *Dueling Decades*

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Have you checked out [Podcast Magazine](#)? We're diggin' their coverage of podcasters and the latest news in the industry. It's remarkable how much the world of [#podcasting](#) continues to grow. What are you waiting for?



twitter

Super! Thank you very much for including us. I just subscribed to the magazine and it's a beautiful production. Excited to dig into it. We're very happy to be included on the *Off The Charts* page!



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thoughts... the good
AND the bad!**

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JOCKO WILLINK

Taking Direct Aim At Perspective

One of the common threads that links humanity together is our quest for balance.

Often viewed as a somewhat elusive lifestyle, Jocko Willink, a highly decorated Navy SEAL and combat veteran who was awarded the Silver and the Bronze Star, sees it differently.

He is widely known as a co-founder (and the Chief Executive Officer) of Echelon Front, a leadership consulting firm where he teaches the leadership principles he learned on the battlefield to help others lead, and win—which includes finding that sense of balance.

An accomplished black-belt Brazilian Jiu-Jitsu practitioner, he also owns Victory MMA and Fitness in San Diego and is the co-author of the #1 *New York Times*



bestsellers, *Extreme Ownership: How U.S. Navy SEALs Lead and Win* and *The Dichotomy of Leadership: Balancing the Challenges of Extreme Ownership to Lead and Win*, as well as the author of *Discipline Equals Freedom Field Manual* and the best-selling *Way of the Warrior Kid* children's book series.

His podcast, the *Jocko Podcast*, boasts over 17,000 reviews, and at the time of this writing, ranks as the 60th most popular podcast in the world.

As if that's not enough, he's also a husband to his wife Helen for over 20 years and dad to four kids ranging in age from 10 to 19. Suffice it to say, Jocko can speak to the importance of balance.

Jocko, whose real name is John Getton Willink, is a retired, decorated Navy SEAL who spent 20 years in the military, eventually reaching the rank of Lieutenant Commander. He has, perhaps, always had military 'in the blood.'

"When I was a little kid, I turned every stick into a toy machine gun. I painted my face with burnt cork for camouflage and ran around in the woods. I always wanted to be a commando of some kind."

Deployed twice to Iraq, Jocko has firsthand experience in "very hard, violent fighting" in direct-action missions and heavy, sustained urban combat operations.

"All I wanted was to be a good SEAL... to do that, you have to work hard. People are relying on you, and you of course want to

"The worst days of my life absolutely were in Iraq, but the best days of my life were there, as well."

take care of your friends. That's a really powerful driver in life."

As one might expect, his experience on the front lines of war changed him as a man.

"War made me a better person. I'm more appreciative of what is available in the [non-combat] world, and of every day I am alive. I was lucky enough to lead troops in combat, capture the lessons learned, and now use them to help others. Yes, war is horrible. I'll say that the worst days of my life absolutely were in Iraq, but the best days of my life were there, as well."

That type of dichotomy—the balancing of extremes—might seem even more elusive when integrating "normal" life with a past largely centered around war. Jocko's view on it, though, is simple:



Jocko's favorite joke?

"I don't like
jokes."

"Have you ever known someone who was diagnosed with cancer and made it through? So many times, those survivors say it changed them... because they learned to appreciate life. They learned to appreciate family. They learned to appreciate every single day. They learned what real suffering is, and even though they wouldn't wish it on anyone, they're glad they experienced it. I think war is pretty similar to that."

Balance is something Jocko relies on in all areas of life: in the military, as an entrepreneur, and as a husband and dad. On the surface, the contrast between the military's finite guidelines and the fatherly duties of encouraging children to forge their own paths *could* offset that balance.

But Jocko says, *"Leadership is leadership.*

Whether you're leading a platoon or your family, you need to utilize the same concepts. I use total decentralized command. In a SEAL platoon, if someone knew what he was doing, and had the right mission in mind, I would give him complete freedom. I'd let him run, clearing the path for him. If someone wasn't squared away like that, he'd probably tell you I was the biggest micromanager and never let him do anything. And he'd be right.

"I run my company and my family the same way. Everyone knows if they're doing the right things for the right reasons, they can pretty much do whatever they want."

Jocko's book, *The Dichotomy of Leadership*, further demonstrates how nothing works in extremes—a principle that applies to ALL areas of life.

"One of the SEAL mantras is to never quit.

And when you're going through training carrying logs around, and you're wet and cold, and it's all there to make you quit, you never quit. But when you get to a SEALs Team, and you're running missions, and what you're doing isn't working, it's different, right? Let's say you're taking a lot of casualties. Going forward in the 'no-quit spirit' doesn't make sense. If you did, before you know it, your entire platoon could be dead, and then, you can't do anything.

"Same goes in the business world. If you keep investing money into things that don't work, the next thing you know, you've burned through all your capital.

"It makes more sense to take a step back, do a tactical retreat, regroup, complete another assessment, and maybe find a different, more effective angle to take in both situations. This would be an example of taking a random mantra from SEAL training and trying to apply it across the board in your life. It will end up with negative results."

Jocko credits balance with his successful marriage as well. In a world where 50% of civilian—and 90% of Navy SEALs—marriages end in divorce, Jocko relies on the same basic concept.

"My wife and I work together as a team. We control our emotions. It's not weak to have emotions, but there is a balance. If you lose control of them, you have moments of weakness. We don't make good decisions when we're emotional. If your spouse is emotional and you



JOCKO

listens to



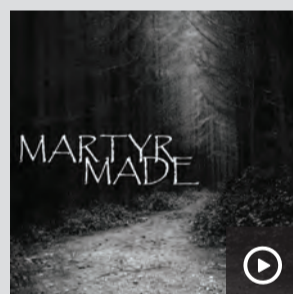
THE JOE ROGAN EXPERIENCE

In-depth conversations with the best guests from the comedy world, the sports world, the science world and everything between.



THE TIM FERRISS SHOW

Tim Ferriss is a self-experimenter and bestselling author, best known for *The 4-Hour Workweek*, which has been translated into 40+ languages.



THE MARTYRMADE PODCAST

From Zionist zealots and radical Islam to human sacrifice and aboriginal mythology, *The MartyrMade Podcast* will jump into the transcendent dreams and dark nightmares we've conjured in our search for significance.

"It's not weak to have emotions, but there is a balance. We don't make good decisions when we're emotional."

PODCAST MAGAZINE™

BEYOND THE MICROPHONE



Jocko speaks at the 2020 New Media Summit with *Podcast Magazine* Founder/Editor-in-Chief Steve Olsher

respond by reflecting those very emotions back, that's going to escalate into a bad situation. Now, this doesn't mean the opposite end of the spectrum, either. It's that dichotomy. If my wife is mad about something and I say, 'You need to calm down,' that won't work. I use a strategy of 'reflect and diminish': if my wife is super emotional about something, I'll reflect some of that emotion, but I'll diminish it—bring it down a level—deescalate it, so she can still see me as being on her team. I'm not talking about being devoid of emotions, but you can't let your emotions get out of control."

Of course, so much of emotion is based on perception, and our life experiences affect our perception. It's easy to become overwhelmed by our everyday stresses, but putting ourselves in the shoes of

Jocko Willink goes a long way to provide perspective.

"You come home from deployment and see someone losing it over something trivial when you were just getting shot at, and that has to become your new reality.

"But I've learned to always try and see other people's perspectives. I've also learned that I'm not the center of the universe. Other people's perspectives and what they have going on in their lives are really important to them. In their world, whatever is happening is a big deal. If you dig deep enough, you see that life is rough for everybody. It's all about perspective."

To further illustrate the point, Jocko shared the story of Captain Charlie Plum.

Jocko speaks to a sold out crowd at the Wiltern in Los Angeles for the Jocko Tour titled: *Decisive Engagement*



“When you take [complete] ownership of your thoughts, emotions, and life, it’s one extreme that really is hard to beat.”

“I was lucky enough to have Captain Charlie Plum, an F-4 Phantom pilot in Vietnam, on my podcast. He was on his 75th mission when he was shot down and immediately captured by the North Vietnamese. He spent the next six years of his life being starved, tortured, and beaten. He told me how there was a lot of ‘turnover’ in cellmates. The rule they lived by was, ‘If my cellmate does something that annoys me, that’s not his fault. It’s my fault for allowing myself to be annoyed.’ And when you think about things from that perspective—when you take that much ownership of your thoughts, emotions, and life, it’s one extreme that really is hard to beat.”

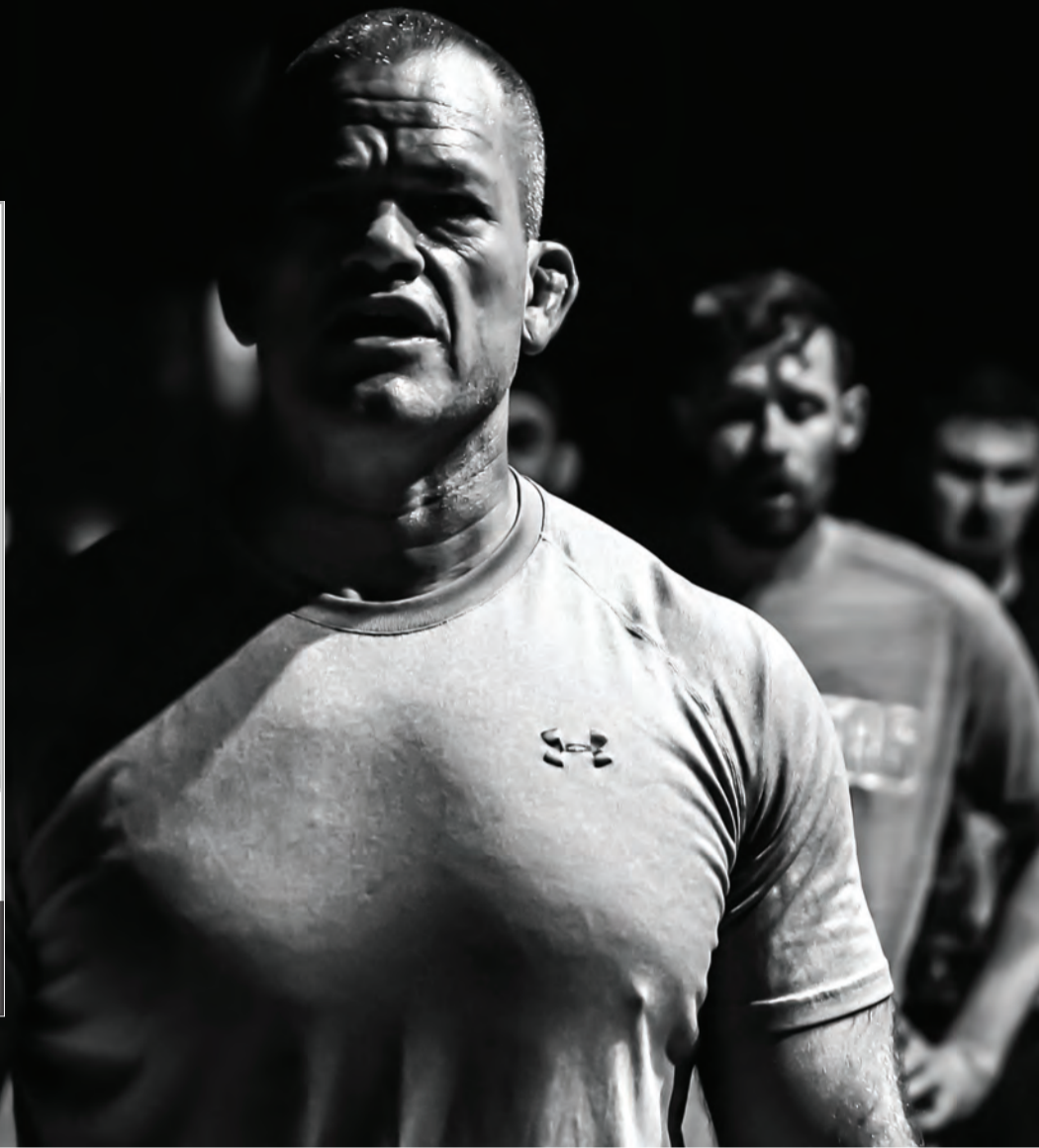
Jocko takes these life philosophies—discipline and leadership in business, war, relationships, and everyday life—and expands on them on his podcast, the *Jocko*

Podcast, which launched in 2015 after Tim Ferriss and Joe Rogan encouraged him to do so.

Though the show is based on the premise of leadership consulting, Jocko believes it’s really about human nature. Fascinated by the way people respond to different situations, particularly in the harshest of circumstances—combat, war, atrocities like concentration camps and POW camps—Jocko looks at life through the lens of war and leadership.

And podcast fans love it. The *Jocko Podcast* has risen to the top of a saturated market, generating millions of downloads, likely due not only to the powerful content Jocko provides but, also because of his authentic nature.

The connection the medium allows fuels Jocko’s motivation to podcast.



“When I started my show, I knew I had interesting things to share and talk about. I thought some people might want to hear it, sure. I didn’t know it would be this many,” Jocko said. “People now tell me they feel like they know me because they listen to the show. That’s accurate. You actually do know me, because the podcast is me. There are hundreds of hours of me talking about very meaningful, sometimes heavy subjects. It’s also me joking around. The longest episode I have is five hours and 25 minutes. When’s the last time you sat down with your wife for that long, with zero interruptions? The podcast allows me that level of connection with my listeners.”

After accomplishing more by age 49 than most will in several lifetimes, the natural

next question is, what’s next?

“I have a lot of work to do,” he said. “I have businesses now, and a lot of people counting on me to do a good job. Just like when I led a platoon—it wasn’t my platoon, it was ours. I led so I could take care of the guys and they would be successful. When people, including my podcast listeners, ask me to keep going, I keep going.”

By Jocko’s own definition of success—*“being a productive member of society and happy with what you’re doing”*—he is successful on every level. 📌



Founder/Editor-in-Chief

Steve Olsher
steve@podcastmagazine.com
 Reinvention Radio 📻

PODCAST MAGAZINE PRESENTS

THE BEST

VETERAN HOSTED PODCASTS

This month we are honoring the top vets in podcasting as voted by YOU—the podcast fans. The votes are tallied, and we're pleased to announce the top 25 veteran hosted podcasts.



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JOCKO PODCAST
Jocko Willink

2 | **COMBAT DIVAS PODCAST**
Tonnisha B and TG

3 | **VETERANS BE REAL**
John Valentine

4 | **LIFE TRANSFORMATION RADIO**
Sean Douglas

5

THE KINGDOM CROSS ROADS PODCAST
Robert Thibodeau



The Kingdom Cross Roads Podcast
with Pastor Robert Thibodeau

6 | **LIBERTY RISK PODCAST**
Billy R., Hugh B. & Meg H.

7 | **AMBITIOUS VETS**
Chris Hoffman

8 | **YOUR WHY POWERS YOUR HOW**
Richard Kaufman

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20 | **DISGRUNTLED DOCS PODCAST**
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FREE RANGE AMERICAN
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23 | **ON THE DL**
Leslie & Danielle

24 | **THE HOARDING SOLUTION**
Tammi Moses

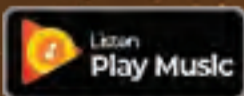
25 | **WAR STORIES OFFICIAL**
Tom & Jonathan

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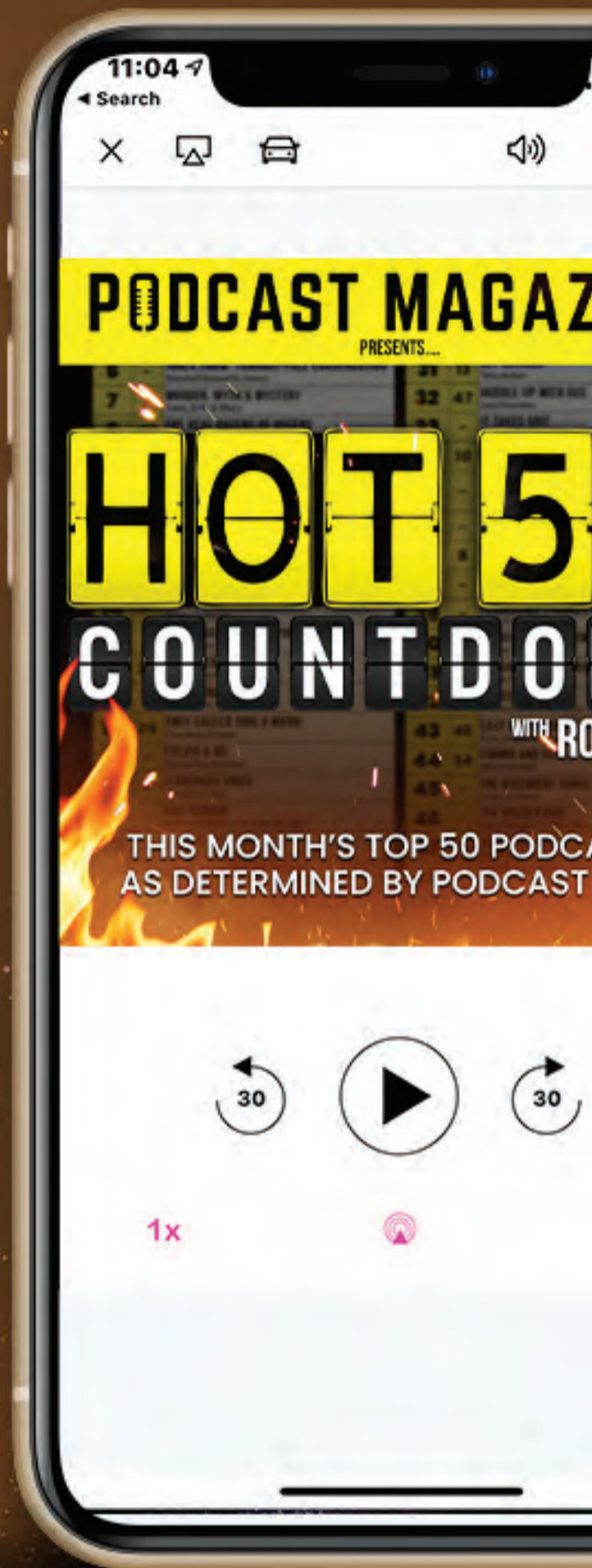
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CODY WAGNER OF *CODY'S CAR CONUNDRUM:*

A Teenage Car Savant

Cody's Car Conundrum podcast begins with its own sort of conundrum:

Host Cody Wagner is all about cars—car news and in-depth conversations about (and reviews of) cars—but he doesn't even have his driver's license yet!

The podcast launched in spring 2016 when Cody was just 13. He's now the ripe old age of 18, which means he's been talking some serious car smack for close to five years!

Wait... what?

Cody, the youngest podcaster to be featured in *Podcast Magazine* so far, became fascinated with cars while playing with his hot wheels and matchbox cars on a rug on his floor—one designed specifically to engage the imagination, complete with streetscapes and roads. Cody spent hours driving his toy cars and imagining the possibilities. Later, this love translated into playing car video games.

"I'm insane about cars, which is good..."

but I'm insane about cars, which is bad," laughed Cody.

As a kid, while getting a haircut, his barber mentioned that Cody had a voice for radio. Cody ran with that and started thinking about what would make a good podcast. His first venture as a podcaster consisted of talking about road trips for about two hours. What makes a good road trip? Where to go? What to take?

"I found out very quickly, if you don't have someone else to kind of bounce the show back and forth with, talking for two hours straight is actually quite difficult," Cody shared.

That initial two hours ultimately morphed into a thirty-minute show, which included three segments of 10 minutes each.

But really, it was only by following his already inquisitive nature that the podcast truly came together. His dad had a 2000 Dodge Durango, and Cody began asking questions about it. Why is it called a Dodge? Why a Durango?

"I would look up cars on the Internet and find the answers to the questions, which always prompted me to ask more questions," Cody said. This led to the discovery of Javascript computer games, one in particular that included car races. His choice of car in the game was either a Ferrari F50 or a Dodge Viper. Thus, his Viper obsession was born from a computer screen.

"I'm a Viper guy first and a car guy second. Still, I'm still very much a car guy, so I'm

**"I'm insane
about cars,
which is good...
but I'm insane
about cars,
which is bad."**



interested in the classics, muscle cars, and Formula One cars. I look for topics that everyone can find an interest in."

Top Gear, the long-running British TV show, also played a role in Cody's education. Because the show filmed in so many beautiful locations, Cody, who was homeschooled, learned not only about cars but also about the geography and history of those locations. It also "fueled" his car knowledge and obsession. The hosts of *Top Gear*—Jeremy Clarkson, James May, and Richard Hammond—helped mold Cody's style, so he clearly learned from some of the best.

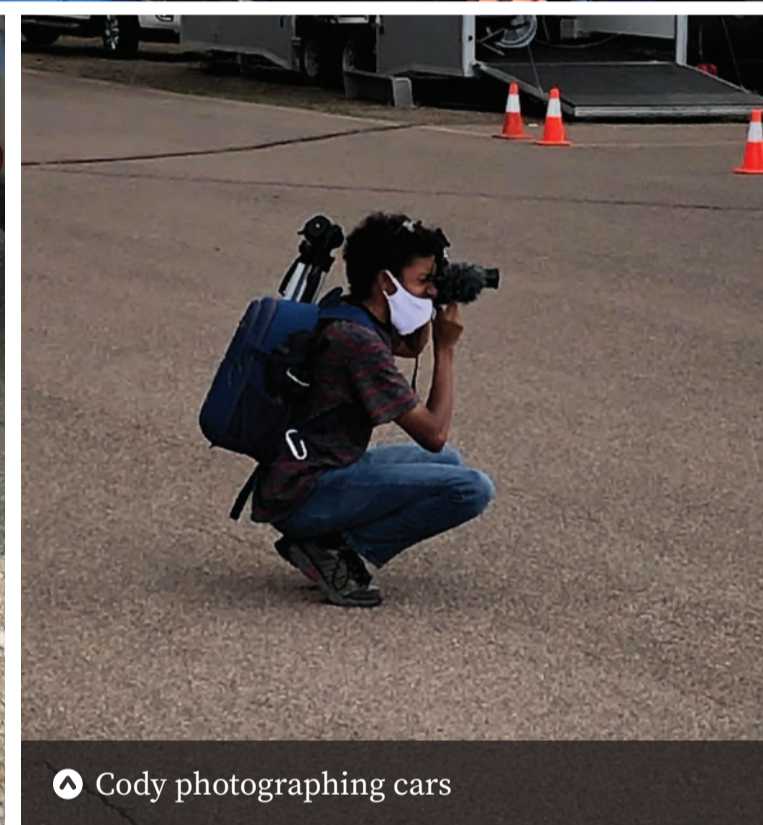
"The cinematography and the storytelling is just so good!" Cody said, referring to the show.



At Pueblo Motorsports Park in Colorado scoping out the - what else - cars.



In the Sunbeam Tiger at the Shelby Owners Association event - just prior to getting a ride!



Cody photographing cars

Cody's podcast hero is Joe Rogan. *"I love his podcast,"* Cody said. *"I'd love to fly people out to Colorado and get them in my studio. We'd then talk about specific things in the automotive industry and things that industry professionals are dealing with at the moment. We'd then have more of a casual conversation."*

Cody has big plans for the Car Conundrum business enterprise: he endeavors to own his own CCC building, which would of course include a garage, from which he would host his show. Eventually, he hopes to morph his podcast into a late-night talk show

about cars. Finally, located in the International Headquarters of the Cody's Car Conundrum media empire building will be his prized Dodge Viper collection!

The podcast has been a huge part of Cody's maturation process. Hosting it has taught him many life lessons, including the importance of organizing his thoughts and speech.

Cody stated, *"I think it's made me a lot more eloquent. The podcast makes me get to my point faster. I keep watching and learning from people like Joe Rogan and a few others I follow. I try to keep in mind how straight to the point they are*



“I’m interested in the classics, muscle cars, and Formula One cars. I look for topics that everyone can find an interest in.”

when they speak, and how they don’t just belabor a point over and over and over, which I still do. But I try to make it less annoying by phrasing it as differently as possible to really hit home the point as best I can.”

Cody also uses his podcast forum as a medium for a type of public service announcement. He shares not only the news about cars, but since it is often months before auto manufacturers contact their customers about recalls, Cody announces them on his show as soon as he learns of them.

The future is clear and bright for Cody and his Car Conundrum brand. Imminent podcasts will include more guests and expand into additional types of individual automobile coverage.

He also plans to buy his first car once he gets his driver’s license.

Cody is an impressive young man with an old soul, a great voice, and an incredible love and passion for his subject. He is mature far beyond his years.

Hey Joe Rogan... watch out! Cody is on his way. 🎧



Leisure Category Director

Lori Lyons

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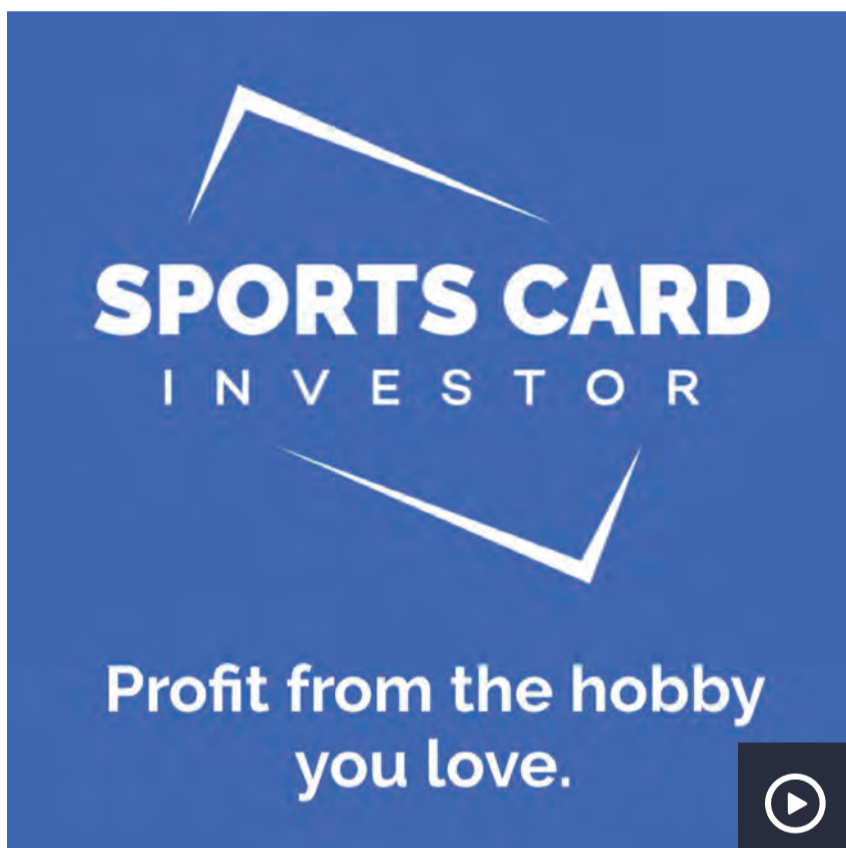
Got a Leisure Podcast suggestion?

Let us know! >



UNDER THE RADAR

Lori's Independent Review Of A Leisure Podcast You Probably Haven't Heard Of... But Should Be Listening To



SPORTS CARD INVESTOR

Sports Card Investor is not for the kid discovering his or her first sports heroes. This podcast is for heavy-duty, serious sports card investors, or those wanting to become investors.

Host Geoff Wilson started collecting as a kid, then stopped as he got older. Now, his son is “into” cards, which reinvigorated his own interest. As an entrepreneur, he now focuses his hobby on the investment side of collecting.



The *Sports Card Investor* podcast takes a data-driven approach to investing in cards. The podcast is very thorough and covers various sports' cards. Geoff records his podcast in conjunction with his YouTube videos, and for the most part, this translates well. Most are a quick listen, but Geoff occasionally ventures into longer episodes that require more of a time commitment.

The disconnect comes when he shows graphs on his videos, but fails to explain them—a common mistake that can easily be corrected.

Sports card investors would be well-served to listen (or watch) the podcast. I was interested enough to listen to several episodes, and I'm not even a collector.

I recommend this podcast for the card collector who is ready to make the turn to sports card investing. The commitment to the investment is well worth it. 🎧



DOWN THE RABBIT HOLE INTO HISTORY:

Ghost Stories Get A Makeover

Southern Gothic isn't your typical history podcast. In fact, I'd argue there isn't anything typical about it.

The idea behind it isn't to just entertain or educate, but to completely enthrall you through music, sound, and story depth. Its goal is to take you on a journey—to physically take your hand and walk you into a world.

Brandon Schexnayder, co-founder and host believes, *“Podcasting, as a medium, could be doing so much more to enthrall the listener. Podcasting is this ‘canvas,’ but we’re still just drawing sketches on it.”*

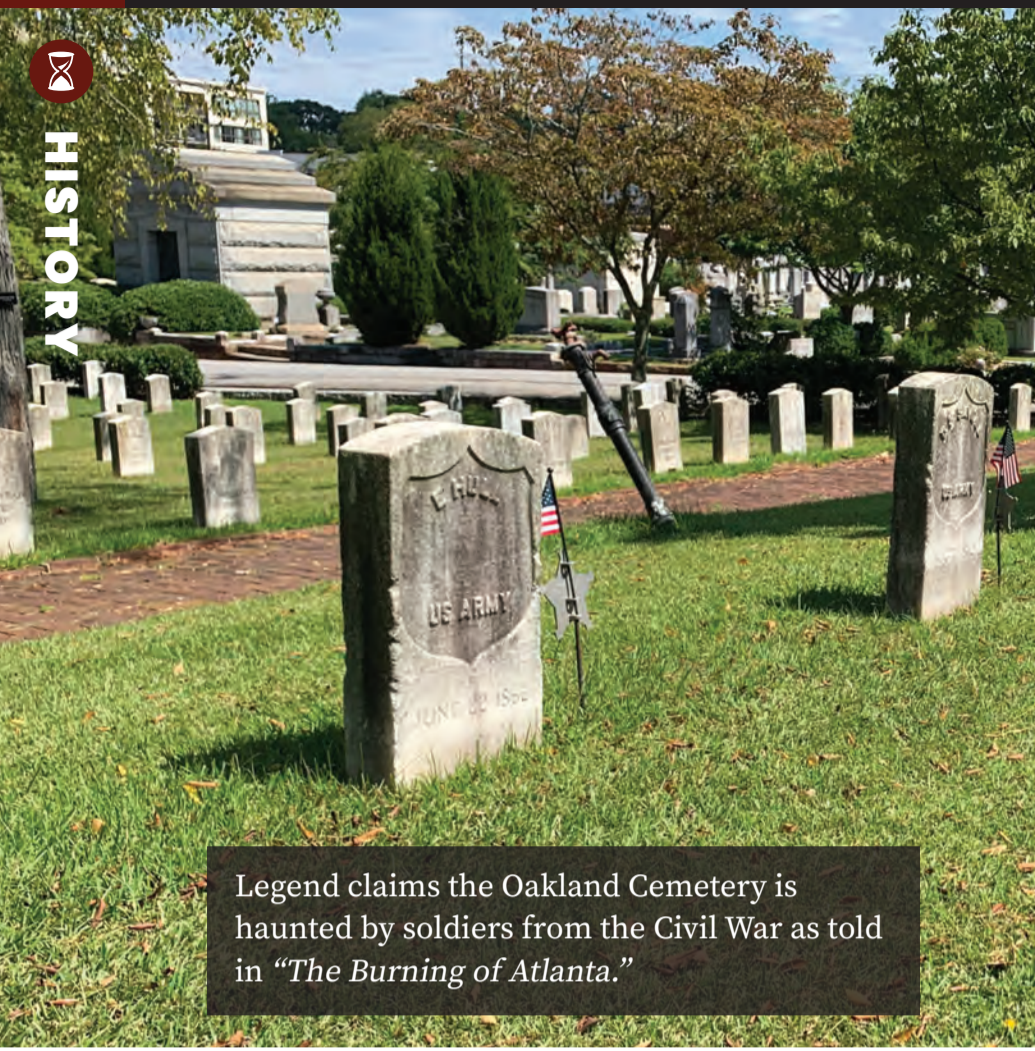
Before embracing podcasting, Brandon grew up steeped in such a love of audio

that he left New Orleans at 17 to pursue audio engineering in TN—home to Elvis, Hank Williams, Jr, and the Oak Ridge Boys.

While audio engineering was on his mind, New Orleans was in his blood.

Known for its offbeat, eccentric, and colorful culture, many believe that New Orleans is among the most haunted places in the United States. Brandon and his best friend, sister, and co-host of *Southern Gothic* Bryanne grew up there, and were highly influenced by its dark and energetic stories.

Unlike Brandon, Bryanne remains in Louisiana and is an archivist for the State of Louisiana Museum. She loves research



Legend claims the Oakland Cemetery is haunted by soldiers from the Civil War as told in "The Burning of Atlanta."



and can get lost for hours in it finding the 'perfect' details. Her penchant for doing deep research is what drives *Southern Gothic*.

While honing his craft in Nashville, Brandon realized that his favorite podcasts were just scraping the surface of what's possible with audio. He wanted to use his craft to break that barrier... to help a listener be truly immersed in a story.

He and Bryanne were determined to bring alive the stories they had grown up with. Even more importantly, they wanted to tell these "ghost stories" in a way no one ever had before. However, Bryanne's background in research and the museum kept her from appreciating haunted history stories the way they are told on tourist wagons. She didn't like the half-truths and embellishments so common to

them. Instead, she wanted to deconstruct the legends, and really understand how they started and evolved.

Brandon says, "Local oral history is like a game of telephone." Over the years, the original details get embellished and changed, and crucial pieces disappear. So, Brandon and Bryanne trace the stories to their roots, and research the context.

Brandon's work in Nashville ended up being a lot more than just audio engineering. He gleaned a great deal of storytelling methods from the songwriters he worked with on Music Row. Hearing them weave together narratives, taking them from an idea to a record, made a



“Podcasting, as a medium, could be doing so much more to enthrall the listener. Podcasting is this ‘canvas,’ but we’re still just drawing sketches on it.”

huge impact on how Brandon tells stories now.

Brandon has a second goal, as well. He wants the stories to be an experience with music complete with complex, layered soundscapes. “I’m not just adding the sound of thunder in the background,” he said. Rather, he wants the audio of each episode to fill the space between the ear buds with a sensation that physically transplants you to the grounds of the story.

Listening to it, you can immediately feel it’s NPR-quality audio, and Brandon’s voice adds the perfect balance of energy and silence.

Southern Gothic’s fans rave about the first 55 episodes. The ratings, comments, and conversations about each episode fuels the next. In fact, the audience helps bring new stories to the forefront, giving Brandon and Bryanne an endless well to draw upon.

Based mostly in Southern states, you’ll find episodes based on stories like *The Legend of the Bell Witch* in Tennessee, *Blackbeard’s Demise* from North Carolina, *The Curse of Lake Lanier* from Georgia, *The Bride of Annandale* of Mississippi, and more.

If you’re a fan of lore, history, and true-crime podcasts, *Southern Gothic*—aptly named after William Faulkner and the southern writers of the early 20th century who set out to figure out what the new “Southern Culture” really was—is the podcast that will bring your loves together. It’s an academic, audio, haunted history tour covering some of America’s most infamous hauntings, true crime, and folklore. 📍



History Category Director

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TracingThePath 🎧



UNDER THE RADAR

Dan's Independent Review Of A History Podcast You Probably Haven't Heard Of... But Should Be Listening To



VANISHED

Remember reading about Ichabod Crane, Amelia Earhart, and the Bermuda Triangle in school?

Did you ever learn about D.B. Cooper, John Wilkes Booth, or even Al Capone's lost fortune?

If so, has it ever seemed strange to you that we chalk some mysteries up to just that . . . mysteries? Well, that doesn't fly with Chris Williamson nor Jennifer Taylor.

Chris has made a life out of researching mysteries. In fact, his love of mysteries,

history, and research started in third grade when he chose Amelia Earhart for a project topic. Now, he's out to find the truth, digging far and wide to uncover the evidence wherever it points.

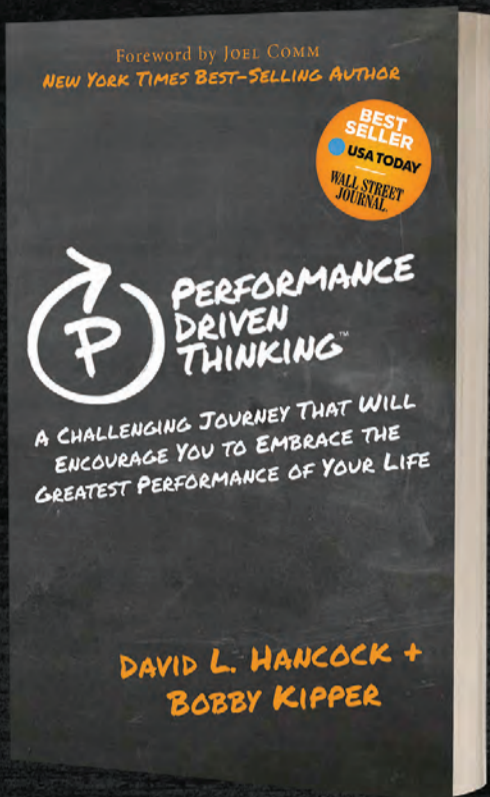
Jennifer Taylor is a real-life, accomplished criminal defense attorney with a love for the power of podcasts. Jennifer believes that preparation, attention to detail, and work ethic are the keys to winning a case.

Together, they have created a 'chamber' where they bring forth evidence and use the rule of law to determine whether the evidence is real. They implement a modern-day investigative technique that brings each season into a courtroom and before our listening jury. The question they pose in each episode is, "What evidence convinces you?"

In *Vanished*, you can expect to ride along on a "live investigation" of the world's most notorious mysteries and then sit in the jury box to decide if what you've heard is real, false, or legend. 🎧

Leadership Mindsets & Solutions

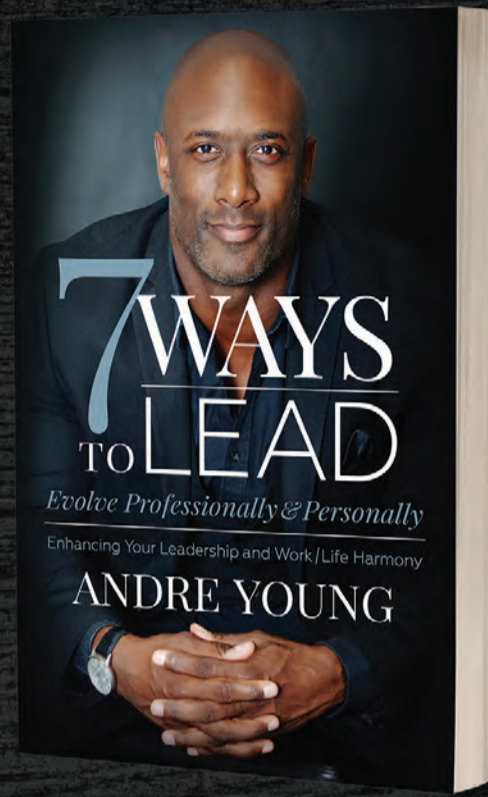
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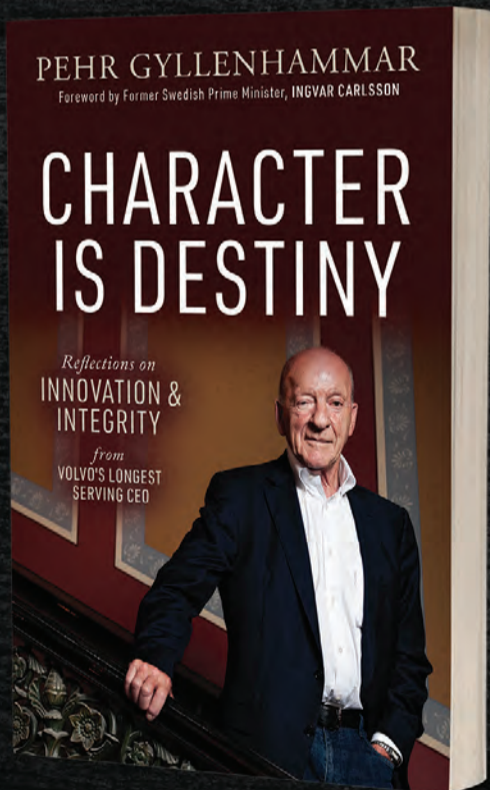
Performance Driven Thinking serves as a personal coach for entrepreneurs to proactively perform in their personal and professional endeavors.



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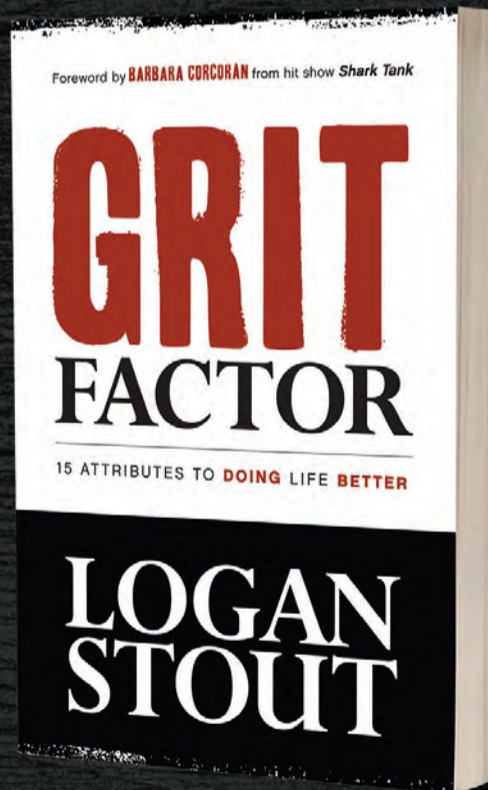
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UNEXPLAINABLE MAGIC

Sean McCoy On The Value
Of Life Together



Like many boys who watch war movies, Sean McCoy dreamed of glory when he joined the military. He wanted to see the world and earn every honor the armed forces could afford him.

What he would observe over his years of service would shape his view of people for the rest of his life.

Multiple branches of the military courted McCoy as a high schooler. He contemplated life as a Rambo-type special forces soldier, decorating his walls with posters of them. *“I was enamored at age 18—there was an allure around the military and serving,”* he reminisced.

That is when his father stepped in with a reality check. He pulled out the classified ads, pointed at a poster on his son’s wall, and asked the young McCoy to *“find a job for that guy.”* The point was clear: the opportunity facing McCoy in the military was one that would provide him with training that would benefit his whole life, not merely his next few years.

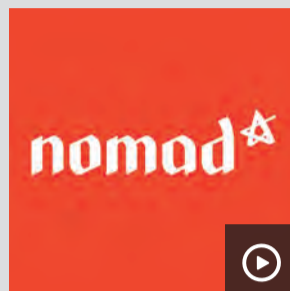
Therefore, he needed to choose wisely.

With his future in mind, McCoy took the entrance test to determine which jobs would be open to him. He scored so well that he had his choice. He chose electronics in the Navy (without considering whether he would enjoy it) and readied himself to sail around the world.

McCoy attributes his decision to his *“young man’s wanderlust”* to see the world. During his six years in service, he got his wish and then some. He travelled

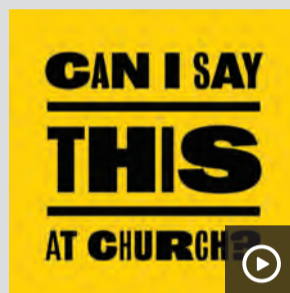
SEAN

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OTHER PEOPLE'S SHOES

Creating space for us to hear each other. After all, when you walk in other people’s shoes, you really do get a different perspective on life.

“I want to show people that you can have a conversation with someone who doesn’t think like you and walk away without hating each other.”



“When it hits the fan, all that goes away. The world doesn’t really care who has a degree.”



to Orlando, Virginia, and San Diego. From there, he did two six-month cruises and saw Singapore, Malaysia, Kenya, the United Arab Emirates, Kuwait, and Guam. His crew was then scheduled to go to Australia, but Saddam Hussein’s actions in Iraq changed those plans.

It was not exactly the life he imagined. *“You will see the world... just a lot of parts you never thought of going and seeing. But there’s a beauty in that, too,”* McCoy reflected.

In time, aspects of military life bothered him. For example, *“The bar continually moved,”* he said of the accomplishments he once coveted. He was expected to rack up experiences that made him more valuable. It was not

enough if you “only” had one tour at sea, for instance.

McCoy was also disturbed by the dichotomy between enlisted men and women and officers. Wasn’t his life and talent valuable, too? *“No human being is less than,”* he says. *“When it hits the fan, all that goes away. The world doesn’t really care who has a degree,”* he ruminated.



His conviction of the value of human life led him to reconsider life after the military.

At first, McCoy thought he might stay in San Diego and pursue a

career in teaching. Then, on his way back to San Diego from his hometown of Houston, he realized that, for the first time in six years, *he could live anywhere he wanted.* He “missed” his flight and stayed home. “*It was one of the most surreal moments of clarity in my life,*” he remembered.

Working in Houston, McCoy found his way to faith and the oil and gas industry.

In the meantime, his heart for people led him to eventually create a podcast called *Come to the Table* in which he perpetually endeavors to encourage empathy for others. His guests often come from different perspectives than his Christian tradition, and he likes it that way.

“I want to show people that you can have a conversation with someone who doesn’t think like you and walk away without hating each other,” he said. *“I thought if people see it’s possible, maybe they’d do it.”*

On a whim, he then entered a contest for a company who was looking for a podcast host. He did not win, but he did get the attention of the company.

His inherent skill behind the mic led to a job hosting the *Oil & Gas Elevate* podcast, as well—a sponsored show dedicated to telling the ESG (Environmental, Social and Governance) industry success stories. At first, McCoy was unsure how money might complicate the creation of the podcast. Then, he saw the show’s owner reject a sponsorship proposal because it might compromise the integrity of the show. He committed right then and there.



McCoy has come far since his days as a teenager impressed with military life. He still thinks of his time in the military and appreciates the recognition of his service, though he thinks “*anyone could do it.*”

Now, he serves a different mission greater than himself while doing his best to change the world.

“The gift God gave us is to experience life with others,” McCoy reflected. *“There’s a magic, an unexplainable value to going through life with one another.”* 📌



**Religion & Spirituality
Category Director**

Eric Nevins

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Halfway There Podcast ▶

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UNDER THE RADAR

Eric's Independent Review Of A Religion & Spirituality Podcast You Probably Haven't Heard Of... But Should Be Listening To



LIFE, REPURPOSED

Nothing is better than finding a podcast that springs from the creator's soul. That podcast turns into a window allowing the listener a look inside.

That's why I love *Life, Repurposed* with Michelle Rayburn.

The show springs from her habit of buying junk to repurpose. She loves taking the old, unloved, and rusty things others are getting rid of and turning them into art.

I've been critical of repurposed sermons

in this space, but not all recycled content is created equal. In this case, Rayburn is a writer first. Then, she repurposes her writing content for audio listeners. The result is content that she obviously loves, which helps the listener to love it, too.

If you like variety, *Life, Repurposed* will never bore you. Rayburn does a nice job mixing solo episodes with valuable interviews. As with many solo-produced podcasts, audio quality has improved over time. Women who are authors will connect with the show best, but others will enjoy it as well.

Finally, one handy feature Rayburn adds to her show is a resource to help listeners move forward with her content by providing even more value. For example, resources may include links to the guest's work, a digital download, or other places to find additional help on the topic.

Life, Repurposed publishes weekly on Thursday. 🎧



BEVERLY KIRK

ONE SMART WOMAN

Challenging The Default Image Of An Expert By Amplifying The Voices Of Women

When you hear topics such as “international business,” “foreign policy,” and “international security” being discussed, what gender normally comes to mind first? If you’re like most people, your immediate thought is of a man discussing, spearheading, and taking the lead on such topics.

But did you know:

- The President of the European Central Bank is a woman? Her name is Christine Lagarde.
- The CEO of Northrop Grumman, an aerospace and defense company, is a woman? Her name is Kathy Warden.
- The Central Intelligence Agency (CIA) Director and her top five deputies are all women? CIA Director is Gina Haspel.

You might also be surprised to learn that The Center for Strategic and International Studies (CSIS) developed the *Smart Women, Smart Power* Initiative and podcast in 2014. The Smart Women, Smart Power (SWSP) Initiative convenes top-level women leaders in foreign policy, national security, international business, and international development to amplify their voices, spotlight their expertise, and discuss critical and timely issues.

The initiative includes:

- A speaker series made possible with support from Citi that serves as a forum where senior leaders can collaborate, share best practices, network, and inspire and cultivate the next generation of leaders.



- A podcast series that features conversations with female thought leaders at all career levels moderated by Beverly Kirk. In fact, Apple named the SWSP podcast one of its Best of 2015, and it consistently ranks among Apple's top non-profit and government podcasts.
- Private events that typically feature small-group discussions of current international security issues and challenges with high-level women leaders.

“The SWSP Initiative and podcast aims to normalize women as experts and thought leaders. We want to amplify the voices of women while providing them a platform to demonstrate their expertise,” said SWSP podcast host Beverly Kirk. *“What I want listeners to learn from this podcast is not a lesson on a topic. What I want them to take away is that, when you think of someone who is an expert on issues such as arms control, nuclear proliferation, and other grand strategies, it just might be a woman... that it's every bit as likely as it being a man. Instead of the typical default image of an expert being a man, I want listeners to learn that image can be, should be, and very often is a woman.”*

CSIS is a think tank. It has been ranked the #1 Think Tank in U.S. by the Global Go to Think Tank Index. What exactly is a think tank? *“We're a bipartisan and nonpartisan nonprofit research organization. Basically, we are dedicated*

“The SWSP Initiative and podcast aims to normalize women as experts and thought leaders. We want to amplify the voices of women while providing them a platform to demonstrate their expertise.”



to advancing practical ideas to address the world's greatest challenges,” Kirk said.

Kirk has worked for CSIS for nearly eight years. She is a fellow and director for outreach in the CSIS International Security Program and director of the CSIS Smart Women, Smart Power Initiative. Before joining CSIS, Kirk was a journalist and worked for local and national news organizations, including NBC, NPR, and PBS. She spent much of her career focused on domestic and international politics and government. She also founded a media



consulting company and has expertise in media curriculum design.

She is a member of the adjunct faculty at the American University School of Communication and holds an M.A. in diplomacy and international commerce with a concentration in international politics and national security from the University of Kentucky. A summa cum laude graduate of Western Kentucky University, she also has degrees in history and broadcast journalism.

The *Smart Women, Smart Power* biweekly podcast features powerful, in-depth conversations with women leaders from around the globe who are experts in foreign policy, national security, international business, and international development. “Our core listening audience has a global reach. The top countries outside the United States are Canada, the U.K., Australia, South Korea, and Japan. According to our podcast stats, our listeners are in that coveted 23

to 44-year-old demographic,” Kirk stated. “The majority of our listeners tend to be women, although we cover issues and topics that have nothing to do with gender.”

When it comes to choosing her guests, Kirk said:

“We have three dozen programs at CSIS, so there is a cadre of people who work in-house who I have access to and who appear on the podcast. As a former journalist, I’m constantly reading to see what people are doing in the areas of national security, foreign policy, international business, and development. Then there are the random (and really fun) methods of finding guests. I happened to be walking down the street in old town Alexandria, VA, when I saw some young girls selling samosas and lemonade. I love a good samosa, so I bought one and asked them why they were doing it. The young girl spearheading the whole thing was raising money for school supplies in Nepal when the 2015 earthquake



devastated the area. So, I invited her onto the podcast to talk about what she and her friends were doing.”

The name of the podcast, *Smart Women, Smart Power* is intriguing. We can all think of smart women we’ve known or encountered, but what exactly is “smart power?” Kirk explained, “*Smart power is a blending of hard and soft power strategies. For example, you’re acknowledging the need and necessity of having a strong military (hard power), but at the same time, you’re investing in alliances and partnerships (soft power) to expand your influence. You’re using a combination of hard and soft power to be and to act smartly.*”

What Kirk loves most about moderating the podcast is talking to people. “*I spent 20-plus years as a journalist, so I’ve always loved learning and talking to people about topics that aren’t necessarily in my area of expertise,*” she said.

Kirk was born and raised in the foothills of Appalachia in Burkesville, KY. “*I grew up in the middle of nowhere—it’s an extremely rural area. On a good day, we had a population of 6,000, and I jokingly say that, on any given day, you’ll find more farm animals than people. But it’s an incredibly beautiful part of the country, and that’s why my family has been there for six generations.*”

Kirk is the baby of the family, with two older sisters and a brother. The advice she lives by today is the advice she received from her parents.

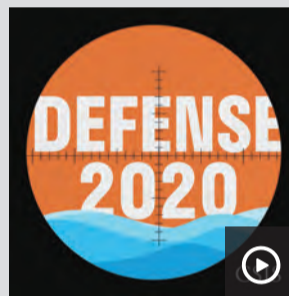
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listens to



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THANK YOU FOR YOUR SERVICE

A conversation with practitioners, experts, and you about the relationship between the military and civilians.

“Smart power is a blending of hard and soft power strategies.”

“They told me I had to be twice as good to get half as far as the next white person. I think that was the standard advice given to children who are from underrepresented groups. But I consider that excellent advice, because if you’re constantly working twice as hard, it’s guaranteed you’re doing a great job,” she stated.

In her downtime, Kirk loves to read, swim, and do yoga or Pilates. And an upside to this COVID-19 pandemic is that she now she likes to cook. *“My cooking skills have definitely improved because of the pandemic,” she laughed. She also loves to travel. “I had the opportunity to go on an education tour to Israel and the West Bank before travel restrictions set in, and it was amazing. I had studied about the Israeli-Palestinian conflict in grad school, but to actually be there was incredible.”*

A book that Kirk just started reading was written by Martin Luther King Jr. in 1967 titled, *Where Do We Go From Here: Chaos or Community?* *“The things he wrote about some 50 years ago are many of the same issues in the news right now. The book spends time talking about income inequality, poverty, and how to deal with racial inequities. I’m reading it and saying to myself, ‘Wow... in 50 years, we’ve not figured out how to resolve these exact same issues. Someone could write this same book right now,’” she said.*

Although Kirk started out as a broadcast journalist, her late mentor Dr. Vince Davis knew she would eventually work for CSIS.

“When I was in grad school, Dr. Davis, who had the foresight and forethought to know I was more of an academic and needed to do more scholarly work, always told me that after I get done ‘playing’ (that’s what he called it) in television, I should go get myself a job at CSIS and put my brain to work in a think tank. He was not being dismissive of people in television news; he just knew that I had more to offer. And, I still have a lot of work to do to become a scholar. He died before I started working at CSIS. That is my one regret—that he didn’t see me fulfill the prophecy he envisioned for me so many years ago,” Kirk said.

A video on the CSIS website encapsulates what the podcast is doing to further empower women leaders. In it, the President of the European Central Bank and former International Monetary Fund (IMF) Director Christine Lagarde, says: *“Bringing women into the workplace reduces inequality. One of the major inequalities is that women are left out, under-utilized, over-exploited, and generally underpaid.”*

By furthering the *Smart Women, Smart Power* Initiative and podcast, this will one day be a thing of the past. 🗣️



Government Category Director

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The Meiko Show 🎧



OVERRATED

Meiko's Independent Review Of A Government Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



INSIDE EMS

With the outbreak of the novel coronavirus disease (known as COVID-19), the topic of safety has catapulted to the forefront of everyone's daily conversations.

Inside EMS, a podcast series hosted by Chris Cebollero and Kelly Grayson, seeks to offer expert advice and leadership lessons to EMS personnel to be safe and successful.

What I really love about this podcast is its consistency. It boasts over 300 episodes and has



nearly 100 4.5-star ratings on Apple Podcasts.

In addition, hosts Cebollero and Grayson have great on-air chemistry. They regularly crack jokes and seem to have an overall good time on the show.

However, when I tuned in and listened to a few episodes, I was hoping to find some in-depth news reporting and great tips on how to remain safe during this time. What I found was banter and opinion rather than solid lessons or tips to be safe and successful.

I also found the intro podcast music to be very jarring and a bit off-putting.

I wholeheartedly applaud Chris, Kelly, and International Correspondent Rob for what they do, but I would be curious to know how many of their listeners are female. Perhaps their demographic skews more toward males—and while there's nothing wrong with that, I challenge the hosts to cater more toward women and watch their ratings soar! 🗣️

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WAKE UP AND SMELL THE COFFEE!

Get Down Into The Grounds With Jesse Hartman On *The Coffee Podcast*

The story behind Jesse Hartman's creation of *The Coffee Podcast* is pretty simple. About five years ago, he and a buddy both worked in the coffee industry. His friend, Weston Peterson, worked in the trader segment and Jesse worked in cafes as he moved toward opening and managing coffee shops. Between the two, they had what Jesse calls a “two-dimensional view of the industry.”

“No joke, we would seriously sit around and just talk coffee for hours at a time. We loved it. One day, we were just hanging out doing our thing, both listening to podcasts, and we said, “Hey—what if we recorded our conversations?”

Weston had an Instagram account he used to share very professional-looking photos of his coffee with his followers. The pair decided to leverage that Instagram account by telling Weston's followers they were releasing a podcast.

Jesse, a musician, already had a ton of equipment they could use to make it happen, including a microphone, set, logic software, sound editing software, and computer system. Episode 1 of *The Coffee Podcast* was produced in a matter of days.

According to Jesse, from the creator standpoint, the podcast has been “*surprisingly emotional*” as well as “*impressively relational*.”

He says:

“I’m sure other podcasters can relate to this... I have this ‘strange’ relationship with my listeners, because it feels very one-sided at times, right? I’m talking into a microphone. People get to know me, but I don’t get to know them. With that, though, is also a lot of opportunity for growth.”

Some of the topics Jesse and Weston have covered since Episode 1 were very basic, like how to brew better coffee at home. But the conversation quickly evolved between Episode 1 and Episode 20 as they began to realize there were conversations in coffee occurring that involved people in the growing regions... the *producers* of coffee. The hosts found those conversations captivating—it was very compelling for them to cover the well-being of those who

“This medium is a public ground for people to be a part of [those conversations], even if they’re just listening.”



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are actually growing and making coffee around the world.

“Those conversations turned into what we called at the time ‘All The Hands.’ The idea behind it was to feature ‘All The Hands’ that touch your cup of coffee before it gets to you, the consumer. A lot of us drink quite a bit of coffee, yes. But it was at this time that the idea of our podcast not being just about coffee, but about people, really took deep roots in our hearts.”

That was a major turning point for Jesse—it’s also what keeps him going even during the times he’s wanted to quit. This type of motivation is especially important since, about a year into production, Weston had a calling to join the Marines. Even though he’s still part of the podcast in spirit, Jesse now mans the mic solo.

“It’s bigger than I am. It’s bigger than my personality, and bigger than what I have to bring to the table. There are conversations that need to happen in coffee, and this medium is a public ground for people to be a part of them, even if they’re just listening.

“Over time, people have reached out to me saying ‘Hey, you know, your podcast has inspired me to do XYZ,’ and those are the emails I think back on that put the wind in my sails to continue. People will say things on the street like ‘How do you have a podcast about coffee for five years? How do you keep putting out content about coffee?’ Well, it’s not just about coffee, right? The industry is complex and fascinating. But really, it’s the people in coffee that keep the podcast going.”

That and, of course, his love of coffee.

“My relationship with coffee began when I was young. My dad always drank it, and I loved the smell. I remember being at a play with my parents and catching the scent, so I asked if I could have some. My mom didn’t

want me to, but my dad snuck me some. I remember that as clear as if it happened yesterday. He put a splash in a little creamer cup and handed it to me. Maybe my memory of this is more 'romantic' than it actually was, but in my mind, it's got the feel of a fantasy or something."

After that initial coffee experience, Jesse was smitten. As a high school student, he dreamed of working at Starbucks, and eventually, he did. At the same time, he was introduced to what's called "specialty coffee"—an entire subculture of the coffee industry.

"At the time, my manager at Starbucks didn't like me very much, because I was doing all this research on quality: how to make things better, how to pour better lattes, that kind of thing. And at that particular store, it was all about speed. So I have this aspect of integrity in me where I'm like, you know, customers are paying X amount of dollars for a beverage... I want to give them something beautiful! My manager disagreed, so I quit that job and found myself in specialty coffee."

Jesse's curiosity combined with his love of learning and leading, and soon, he found himself in managerial positions and opening coffee shops for hospitality groups. People started calling him "the coffee guy."

"I've been in coffee from the beginning of my career, and I'm still in it now along with the podcast."

Jesse credits the conversations he has

JESSE

listens to



SERIAL PODCAST

Serial unfolds one story - a true story - over the course of a whole season. The show follows the plot and characters wherever they lead, through many surprising twists and turns.



S-TOWN

Hosted by Brian Reed, it's about a man named John who despises his Alabama town and decides to do something about it. He asks Brian to investigate the son of a wealthy family who's allegedly been bragging that he got away with murder.

"It's not just about the drink. It's about the connections. I think everybody who's been to a coffee shop or has got the coffee 'bug' gets that. Some people go to coffee shops even though they get tea. They go because they're know they're going to connect."



on the show with helping him teach and support other people’s growth while fueling his own passion and development—especially when it comes to fairly engaging with the producers who bring that amazing scent and taste to the lips of coffee drinkers all around the world.

“It’s those conversations that make me want to do coffee the rest of my life. It’s really very emotional for me—an emotional attachment. It’s a relational attachment. It’s not just about the drink. It’s about the connections. I think everybody who’s been to a coffee shop or has got the coffee ‘bug’ gets that. Some people go to coffee shops even though they get tea. They go because they know they’re going to connect.

“I get to have that same kind of joy of experience through the podcast. People listen in from all over the world and reach out to me because coffee is a thing that



Jesse recording ambient sounds and conversations while climbing the steep and bushy trails of a woman-owned coffee farm in Guatemala.

brings people together. It transcends typical barriers, like language and cultural barriers, that can come between people. As the world becomes more global, coffee becomes something that reveals just how connected we all are.” 📌



Arts Category Director

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Wickedly Smart Women Podcast 🎧

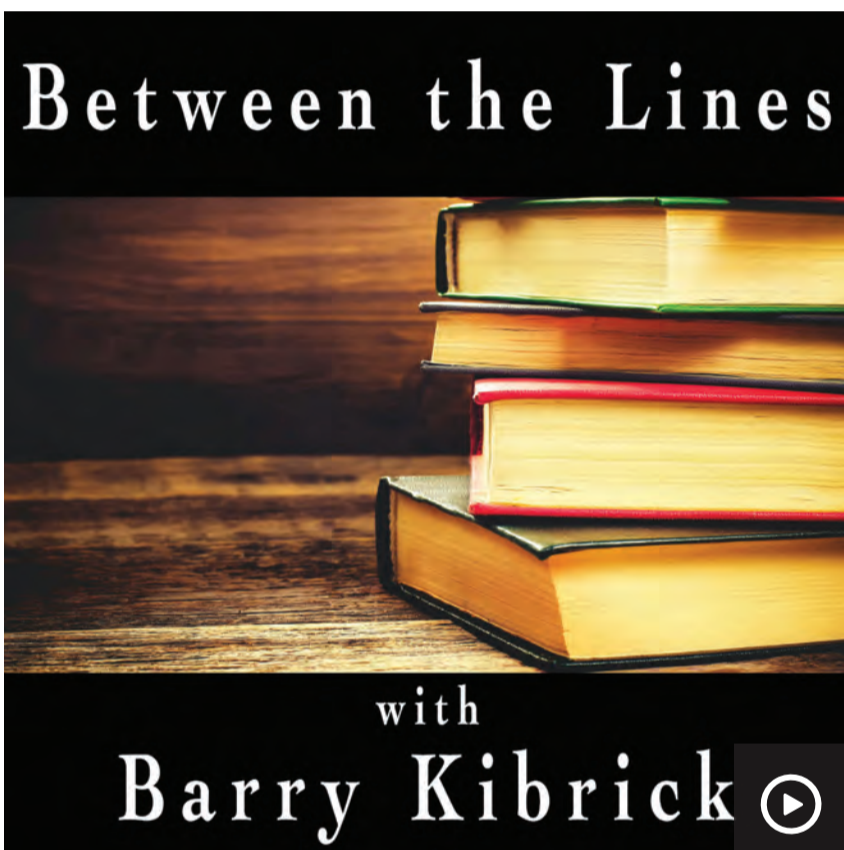
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UNDER THE RADAR

Anjel's Independent Review Of An Arts Podcast You Probably Haven't Heard Of... But Should Be Listening To



BETWEEN THE LINES WITH BARRY KIBRICK

Featuring thought-provoking interviews with famous novelists, distinguished authors, celebrity writers, top screenwriters, directors, musicians, and award-columnists and journalists, this podcast is an offshoot of Barry Kibrick's three-time Emmy Award Winning PBS TV show. Quality content and deep conversations make a profound impact on the listeners as well as the featured guests.

Barry's powerful voice and intention to be of service shine through every episode.



With his tenure as an interviewer spanning nearly a quarter of a century, Barry has the reach as well as the connections to bring incredible guests and celebrities to the listener. Professional production quality coupled with a generous spirit of comfortable inquiry takes listeners deep into his guest's 'behind-the-scenes' thinking.

What's most enjoyable about the show is that it's clear that Barry actually READS the books he's highlighting, so he is able to go really deep in his inquiries. The show is uplifting and inspiring, and Barry is deeply committed to bringing really good content along with a dose of consciousness to the listening audience.

Even though there are only two seasons of the podcast, 30 episodes in each, it's totally worth diving into (or perhaps binge listening to) all of them during a nice weekend retreat in the woods. Put this show on your "must listen to" list. Whenever you are in need of inspiration, tune in... you won't be disappointed. 🎧



ALANNA DEUTROM

**Singer, Songwriter,
Vocal Coach &
Businesswoman**

At only 28 years old, Alanna Deutrom has accomplished many things as an Australian singer, songwriter, vocal coach, and business owner. Although her career has taken her all over the world, it was in shifting her focus from it to other people's careers that resulted in the birth of her podcast, *Coach Music Academy*. And her ambitious love for it is infectious.

Alanna was only 12 years old when she entered a songwriting contest for Pepsi. She won, and Delta Goodrem sang it. She went on to receive *Girlfriend Magazine's* "Girl of the Year" title before signing a deal in London that had her traveling back and forth writing, recording, and building her career.



From the time Alanna was 17, she taught guitar and voice lessons as a part-time passion. Little did she know it would one day become her full-time career.

At 19, Alanna ended her contract in London and became an independent musician in Melbourne, Australia. She was touring and promoting her own music by the time she was 20.

Always a bit of a risk taker, Alanna states, *“If I feel it in my heart, I just trust it. I always trust my instinct, and it usually doesn’t fail me.”*

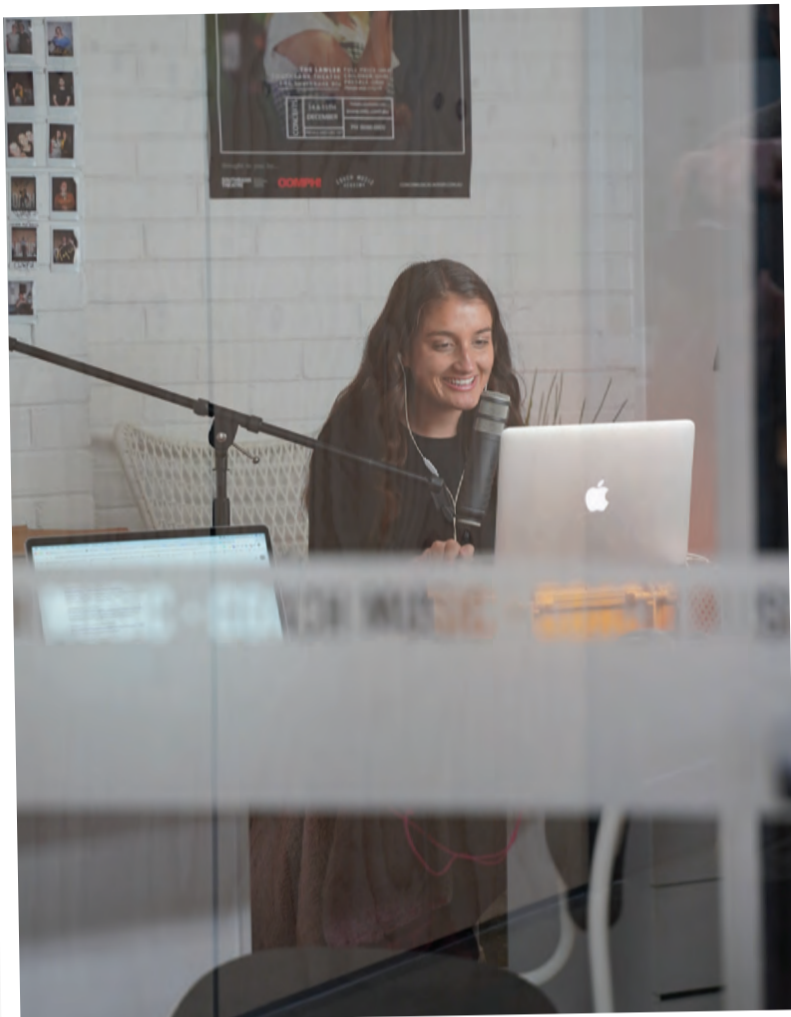
Less than a year after becoming an independent musician, Alanna became a country music singer working out of Nashville. She recorded her debut country single, which hit number three on the Australian Country Music Charts, and before she knew it, she was presenting Kasey Chambers with a Golden Guitar Award in Tamworth.

When Alanna turned 23, she decided to go back to school, graduating and working in event management throughout Melbourne.

As if she had not accomplished enough by her mid 20’s, next, she started *The Coach Couch*, a live talk show.

It was in January 2017 that she launched her business, the Coach Music Academy, for which she not only runs the day-to-day operations, but also coaches her talented students on a weekly basis. (After all, wouldn’t you want to learn from someone who is so passionate about and driven by music?)

Coach Music Academy is so much more than a weekly music lesson. Whether her students want to sing around a campfire, start making an income from performing, or be Australia’s next ‘big thing,’ Alanna creates the connections, strategies, and support to get them there. One piece of advice she regularly offers her students that she stands by? To always ask for the opportunities, even if you think they are not possible.



“Just ask,” she said. “You never know where it will lead.”

When asked about her three most influential people, Alanna struggled to narrow it down to only three. Explaining how she takes so much from everyone she meets, she shared how she is inspired by Delta Goodrem, Emma Isaacs, and Oprah—all strong, kind, businesswomen. She applies that same type of kindness to her teaching as she helps her students follow their passion.

In the meantime, she is happily living *her* passion, doing her best to pass the inspiration on to others to keep going for what they believe in.

“I am so grateful for this life I’ve been given,” she said, her voice reflecting her genuineness.

**“Just ask...
You never
know where it
will lead.”**

Alanna was inspired to create the *Coach Music Podcast* by her own addiction to podcasts—she loves listening to other people’s stories, seeing what risks they take, and where their journey has brought them. And she made her podcast just that... a way to teach and help others.

It features Alanna’s interviews with many talented and accomplished musicians, singers, songwriters, actors, and dancers as well as music industry insiders and journalists, providing listeners with an in-depth look into the music world from all angles. She loves to be able to share their stories not only with her students at Coach Music Academy, but with her listeners worldwide.

“[Through podcasting], I have learned to become a better listener, and to ask better questions, which has helped me in other areas of my life, too,” Alanna said. She does not consider it work, but more of a lifestyle.



pandemic, which has left Alanna with more time to work on it. They wake up at 6:00 a.m., read a book out loud together (a little something she learned from Hugh Jackman), take a walk, do some meditation, and prepare a good smoothie to get in the podcast mindset.

Tune into the *Coach Music Academy* podcast for light-hearted, deep, and meaningful conversations with all kinds from the music industry—there’s truly something for everybody if music is your “thing.” 🎧

Alanna credits her partner, Angus, as the “brains behind the podcasting operation.” He helps with the lining up of guests, production, and editing of the show. She is grateful for the help, and the pair has created a “podcasting routine” during the



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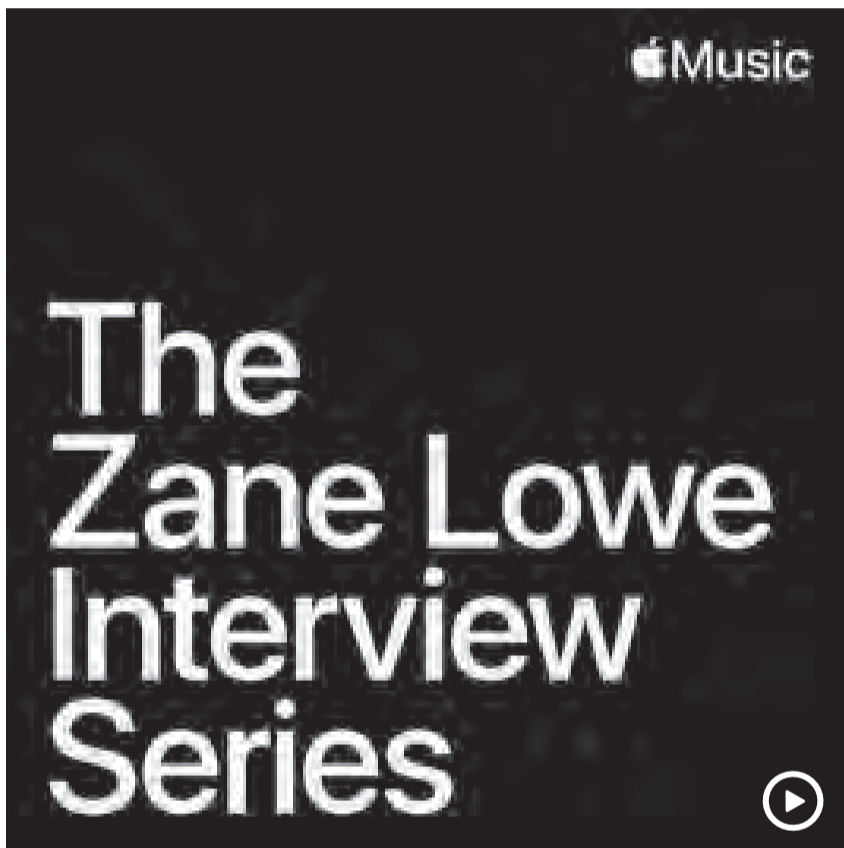
*Source: Edison Research Infinite Dial 2019





UNDER THE RADAR

Raven's Independent Review Of A Music Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE ZANE LOWE INTERVIEW SERIES

The Zane Lowe Interview Series invites mainstream, top-chart artists like Lady Gaga, Selena Gomez, Justin Bieber, Kanye West, Marilyn Manson, and Hayley Williams, to name a few—to sit down and talk about their lives, the industry, and music.

One thing I love about this podcast is that you never know who Zane will feature next. He provides a fantastic variety of interviews that span the music industry. I also appreciate his



level of experience in music that allows him to not only connect with great artists, but even more impressively, to regularly offer them advice about their life and careers. He is clearly respected.

Zane can relate to anyone as a long-missed friend who just wants to catch up. Nothing about his show feels staged or repetitive with general questions; this is more of a genuine conversation-based podcast that allows listeners to get a feel for the artist behind the music.

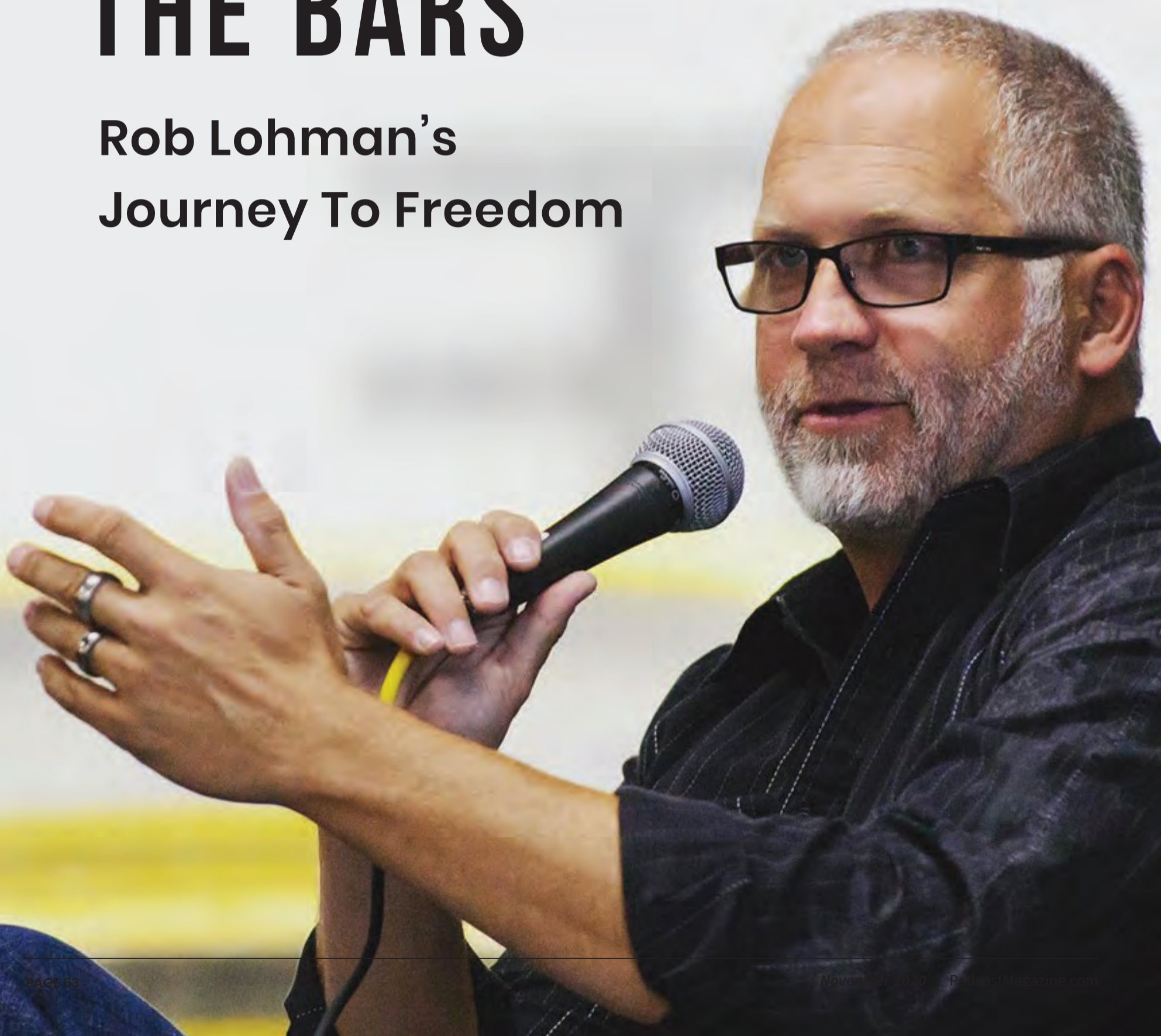
No matter the topic, it's truly a good listen as well as an opportunity to stay up to date on all your favorite artists.

It seems today's biggest artists have one thing in common: they chat with Zane Lowe about their lives and the stories behind their songs. Check it out to hear for yourself why he is the interviewer the biggest stars open up to in candid, in-depth conversations. 🎧

FROM LOST TO FAITHFUL—

PRISON TO BEYOND THE BARS

**Rob Lohman's
Journey To Freedom**



As a young boy in Fort Wayne, Indiana, Rob Lohman felt at home.

He remembers summers at the lake, surrounded by friends and family, as times of fun and togetherness—exploring, growing, learning—and life was good.

But all that changed when his family moved to Fort Worth, Texas, when Rob was just nine years old.

Although his “*goofy, class-clown,*” loving personality remained, inside, Rob felt lost... like he never fit in.

Even as a child, he was already walking the path of disconnection, perpetually searching for something to fill the void. His Christian faith, instilled in him by his family, wasn't it, but alcohol and drugs were.

By age 15, Rob was going to bars with a fake ID and beginning his foray into trouble with the law, but with rich friends and a host of enablers, Rob didn't face consequences. Despite his own awareness of how alcohol was causing problems in his life, nothing made him stop: not the blackouts, or watching his friends get into serious trouble, or lying to his parents, or ultimately drinking and driving after getting his license.

By his senior year, Rob quit the swim team, because it was “*interfering with my drinking.*”

Upon graduation, Rob's dream was to be like his “Boppa” (his nickname for his grandfather) and become a Doctor. He began his college adventure in pre-med.

“**The past does not define us—it only shapes us into the people we are becoming.**”



During his freshman year, he was almost expelled following a moment of jealousy involving a girl he liked, during which he put his elbow through a window in the stairwell before going back to his room to “*finish drinking.*” Ultimately, the matter was dropped, and again, he faced no consequences.

What Rob **really** learned was how manipulation can help him cover his tracks.

On graduation day, with his entire family present to witness this “first in the family” special occasion, Rob didn't even know if he'd actually graduate. His Biology

professor informed him that he could, despite having done nothing all year in that class.

Full of shame and guilt for squandering his parent's money on an education he didn't value and *"unworthy of anything good,"* Rob did *not* pursue medical school. Instead, he moved to Vail, Colorado, under the guise that he would get a "big boy job" when he returned. He kept his promise and went into banking and real estate—just like his father.

But the next couple of years weren't smooth sailing, either.

Rob met his first wife—a fellow alcoholic.

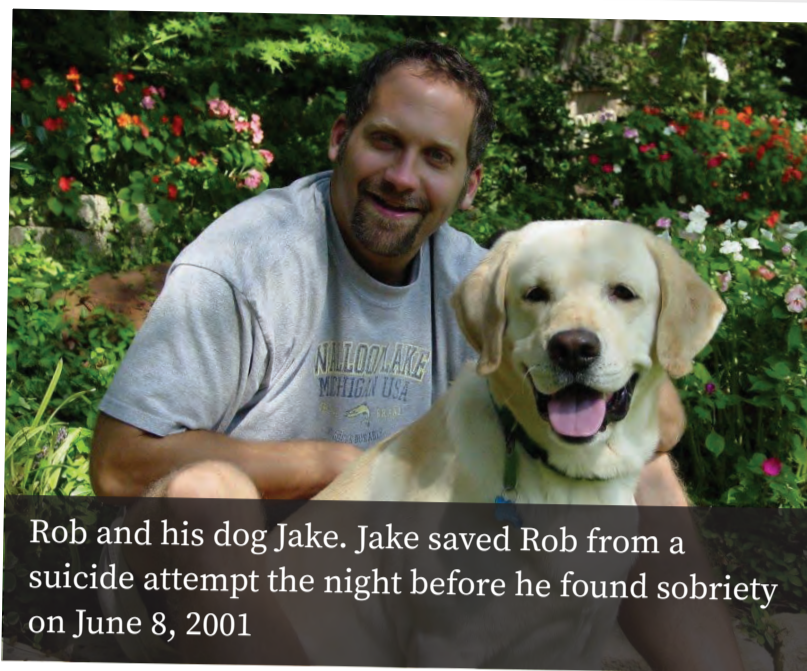
With no spiritual foundation and a co-dependent relationship, Rob felt the pull of *"wanting something more"* just one year into the marriage.

After the divorce, Rob moved back to Indiana and began "dipping his toe" into attending Church again. And despite hearing each Pastoral message as though they were being spoken directly to him, he continued *"drinking, drugging, and sleeping around."*

By this point, Rob had obtained his MBA. Secretly, his internal visions grew darker and darker: suicidal ideations and intense blackout scenarios.

On June 7, 2001, while drinking with friends in a noisy bar, Rob suddenly heard dead silence and the words "You're Done!"

He turned to his friend, said, *"I'm done*



Rob and his dog Jake. Jake saved Rob from a suicide attempt the night before he found sobriety on June 8, 2001

"Un-forgiveness is like drinking poison and waiting for the other person to die—there's so much beauty in a world of forgiveness."

drinking," left the bar, went home, and proceeded to lift a 350# barbell with the intention of dropping it on his chest.

The whole time, Rob knew he did not have the strength to lift or replace the barbell... yet he did.

"I felt the presence of God come through my dog Jake in that moment, for he started nudging my legs, right as I unhinged my elbows."



Rob being interviewed on Jammin' 101.5 FM with Slim in Denver, CO



Rob speaking to 70 men at the Brotherhood of Men event in Englewood, CO

The next morning, Rob “divinely dialed” his mother while intending to call his aunt, who had 25 years of sobriety. His mother, who had been waiting years to receive that very call, listened to her son confess that he could not stop drinking or gambling and needed help. This admission was the first step.

The next day, his aunt took him to his first Alcoholics Anonymous meeting, which ironically took place in the back room of a bar.

At two bottles of Scotch per day, Rob never went through one moment of physical withdrawal, nor did he ever have a craving to drink again.

And while Rob became “Mr. Recovery,” immersing himself in the 12-step program, he really wasn’t “*doing the work*”—he was simply “*working the steps*.”

Having moved back to Vail, Colorado after working in a couple different areas, Rob

really had no clue what he wanted to do. There he met his current wife, Jen, and they married just six months after meeting in 2006. The couple suffered a miscarriage right away before going on to have two children over the next four years.

Without a steady income, Rob decided to open a Farmers Insurance Agency. Over the next few years, he felt disconnected from himself once again, and his suicidal ideations returned. He was also self-harming—punching himself in the head when he felt intense emotions.

By October 31, 2011, Rob lost the agency and was a “*wreck inside*.” Both he and his wife were stressed beyond capacities.

On the evening of February 14, 2012, Rob went into “*obsessive-compulsive mode*,” burning “*piles of clutter*” on their covered patio. The fire grew out of control.

He “*ripped*” his wife from her bed, gathered and dressed their children,

and walked out the front door, causing a backdraft that not only exploded the patio, but that literally melted the entire first floor.

With the self-awareness of “*What did I just do?*” racing through his mind, Rob crafted a cover story for his wife, the police, and fire investigators. He claimed some “*punk kids*” were vandalizing homes in the area and must be responsible. A few weeks later, he shared with his wife what he could remember: that he’d suffered from a “whiteout”—a condition whereby a person is entirely conscious and awake but can later remember very little to nothing.

In June, four months after the incident, Rob failed a lie detector test and openly confessed to police. However, they continued the investigation and would not actually arrest Rob until six months later, when they charged him with 19 felonies and 13 misdemeanors.

Through a series of divinely guided interventions, Rob’s enormous bail was reduced by 75%, and he faced only two felony arson charges that carried the potential of 56 years in prison!

Rob was sentenced in July 2013 to 13 years in prison. Once again, divine intervention—the judge was guided to suspend one sentence and required Rob to complete just five years. Ultimately, Rob completed that sentence in 10 ½ months due to yet another series of divinely guided interventions.



ROB

listens to



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During his 10 ½-month incarceration, Rob connected to himself, finally discovering who he is in his recovery, within his faith, and as a person, father, and husband.

He was officially paroled on April 15, 2015 and certified as an Interventionist by December 2015. In January 2016, Rob Lohman opened his business: Lifted from the Rut.



Still dealing with process addictions, Rob continued to gamble up until just two years ago. He went on to host two addiction awareness events, which led to his introduction to a woman who owns the Mental Health News Radio Network Podcasting Group. From there, Rob launched his podcast, *Beyond the Bars Radio Podcast*, in August 2018—just one month after his probation ended.

By late 2019, having published only 50 episodes and done very little marketing or advertising, Rob checked his downloads for the first time. He saw well over 10k.

Now, as an in-demand Interventionist and Recovery Coach, podcast host, and host of an Internet TV program called *Lifted from the Rut Live*, Rob helps politicians in Colorado craft and pass laws that support incarcerated individuals to deal with restitution issues that were, in and of themselves, destructive in an equitable manner.

Rob came to embody his own philosophy:

Rob Lohman speaking at his Navigating the World of Addiction Conference in December 2016.



“The past does not define us—it only shapes us into the people we are becoming.” This is clearly evident by how he’s taken a series of destructive choices and turned them into that “big boy” career he promised...

... one that is truly impacting the lives of 1000’s, and hopefully over time, millions.

Rob’s personal mantra became a lifeline for him as he learned to forgive himself:

“Un-forgiveness is like drinking poison and waiting for the other person to die—there’s so much beauty in a world of forgiveness.”

Rob Lohman is the epitome of someone who has lifted himself from the rut and literally stepped beyond the bars into a life of Faith, Love, Community, and Service. 🎧



Health & Fitness Category Director

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The Spiritually Expressed Human 🎧

UNDER THE RADAR

Susan's Independent Review Of A Health & Fitness Podcast You Probably Haven't Heard Of... But Should Be Listening To



CAPES ON THE COUCH – WHERE COMICS GET COUNSELING

Hosted by Anthony Sytko and Dr. Issues (“Doc”), this podcast is a refreshing insight into the mental health of your favorite superheroes. Now, the interesting thing is that while they ARE breaking down the neuroses of your favorite heroes and villains, and they are **not** real, they truly **are** offering up relatable treatment options that can apply to listeners... and they’re doing it in a fun manner.

Mental health issues can be very serious for those who suffer from them, but because Doc IS a board-certified Psychiatrist and Anthony is a Comic Aficionado, the banter between the co-hosts is light, but serious; funny, but real; and ridiculous, but hopeful.

As a Licensed Psychotherapist myself, I support the underlying current that we can take serious matters, pick them apart from a non-threatening place (through our superheroes and villains), and find the tools, skills, and options for managing them in a way that will help listeners “get it.” From there, they can truly begin moving forward in their lives... or at least, to understand more deeply their own issues.

This is definitely one of those podcasts to listen in on if you have a curiosity about the issues and feelings/emotions that you’re having but want to laugh at the same time. Way to go, Anthony and Doc! 🎧



And Why Choose That Over A Podcast?

I have struggled with the idea of a vodcast.

A podcast with video. Isn't that just YouTube?

So, this month I set out to answer the "What is a vodcast?" question. Can you believe the top answer on Google is a 2006 article from DW.com? According to them, a vodcast is a podcast with video, otherwise known as "vlogging."

Maybe that was the case in 2006, but that is not the case now. Vlogging and vodcasting are different.

I decided that I needed to speak with the people who would truly understand the nuances and differences between Youtube videos, vlogging, and vodcasts. Who better than YouTubers and social media influencers currently doing them (thereby creating the definition)?

Brennan Taylor and Violet Benson— influencers on YouTube and Instagram and podcasters/vodcasters with PodcastOne. There is no one better to field this inquiry.

Brennan Taylor’s career started at an early age with his acting in TV commercials. After that, he pursued film and ended up making a name for himself on Vine as his following grew to 1.7 million. He then carried that fan base to YouTube, and more than doubled his following.

Video in all its forms is something Brennan knows well.

When I asked Brennan about vodcasting, about the difference between a vodcast and a vlog, he said, *“Vodcasting has a different kind of energy. On YouTube, I am constantly fighting to keep the attention of the audience. But with my vodcast, it’s much more relaxed. I am just there to learn something about who the [people I interview] are.”*

He went on to explain that the true difference between his vlog and his vodcast is the intent of the audience when they tune in. They come for the purpose of hearing a story, and they want to learn something about the guest, as well.

Like with a podcast, they set aside time to tune in, and then watch for the duration.

The insight in that answer blew me away. The difference between a vodcast and a vlog is not about the video part—it’s about *the intent of the audience* when it arrives.



And that’s in line with podcasting for sure. 75% of podcast listeners listen while on a road trip, driving to work, or exercising. Unlike scrolling a feed or clicking “related videos” on YouTube over and over and over, they plan on learning something specific.

So I asked Violet Benson to take it one step further. Why watch a vodcast over listening to a podcast?

Violet is an Instagram star. Her ability to resonate with her fans caught the attention of both MTV and Vanity Fair back in 2015. Her career has involved partnering with Facebook, YouTube, Twitter, and a host of others on her way to her 4.2 million followers.

She also truly understands video. One of her passions is the most academic of videos: TedTalks. She loves the way the speaker can craft a story with a complete



message in a 20-minute monologue, and she often references them in her vodcasts.

She noted the difference between a podcast and a vodcast is akin to the difference she feels between interviewing her guests on Zoom versus in person in the studio. The emotion and energy you get from being together is far greater than if the person is just a face on a screen.

Vodcasting over podcasting, she observed, is about “seeing people’s reactions,” the excitement and joy in their faces in addition to hearing their words conveys so much more to the audience.

Body language is something that is lost in podcasting audio alone.

Maybe that “intent” is set by the Creator of the content itself.

Brennan’s Vodcast, *SUS: Share Ur Scare*, requires your complete attention to fully appreciate it. Brennan interviews top YouTubers (among others) about their most scary moments whether they be out-of-body experiences or something more like a jet skiing accident. Stories develop and need to be heard as told.

And Violet’s vodcast, *Too Tired to Be Crazy with Violet Benson*, is an advice show. Violet’s guests often talk about their relationships, dating, sex, and growing up. Their conversations go back and forth and cover a lot of territory, making the hour-long episodes go by quickly.

It should be noted that both Violet and Brennan produce an audio podcast



and vodcast format for their audience. They’re not out to influence you as to which platform you use to consume their content, but rather provide both, so you have the option.

That brings me to the final nuance of vodcasts. You definitely have a choice with Brennan and Violet, but not every Podcast Aggregator app supports video. If you’re listening with Stitcher or Overcast, for instance, video components are not supported. Rob Walch of Libsyn recently wrote a blog post identifying the aggregators that do support video. To give yourself that option, make sure you’re using one that supports both. 🎧



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5 WAYS

TO STRUCTURE A PODCAST SERIES

Professional podcasters often fall into a cycle of stagnation.

After a period of months (or even years), you launch a podcast. Then, it's growing; you're excited to notice people other than friends and family listening. Maybe you even get to the point of launching products and making a decent living at podcasting.

But then it becomes monotonous. Whether solo shows or interviews, it all starts to feel the same.

The problem is, if you feel that way, your

audience sure does as well, and that's a recipe for losing listeners.

One of the most effective ways to break up this cycle of stagnation is to launch a series. Following are five proven series strategies that will help you take your podcasting and audience to the next level:

1. Theme-Based Interviews
2. Deep Dive Breakdowns
3. Story-based Lessons
4. Sprints
5. Panel of Experts

Many of these series ideas overlap in their application. So take some time to decide which style is best for you. And as I've mentioned before, always focus on the pain of your listener and the transformation they'll experience in whichever style you choose.

1. Theme-Based Interviews

Theme-based interviews occur when you have a series of interviews on one specific topic.

They can be planned or occur naturally.

As a podcaster, one of your primary strengths is to follow your curiosity. So, what are you interested in?

In June 2020, I did a series called "Black Leaders Matter," where I interviewed black leaders who are therapists. We discussed a variety of issues around race, mental health, and social justice.

When you do a theme-based interview series, think through the various ways to examine your particular theme. For example, say you're discussing entrepreneurship:

- From a macro view, what is entrepreneurship, and what is the history of how we got here?
- For the individual experience, what stands in the way of being a strong entrepreneur?
- What trends are we seeing through research into entrepreneurship?

Always focus on the pain of your listener and the transformation they'll experience in whichever style you choose.



- How do other countries view entrepreneurship?
- How are various regions of your country positioned to be strong in the areas of entrepreneurship?

After you brainstorm a number of questions, look for experts, professors, researchers, and others who can help place those puzzle pieces to make a strong series.

2. Deep-Dive Breakdowns

A deep-dive breakdown is when you host solo shows that dive deep into a specific topic.

You are the expert. Let's say you really



understand the process of setting up a Wordpress website. Over a six-week series, you could talk about a variety of aspects of Wordpress. This type of series is highly valuable to the listener. Also, you can reuse the audio in a package, where you may add B-roll video, handbooks, or eCourses that help apply what you teach.

In a deep-dive breakdown, focus on one particular area that will take some time to implement. Here are some episode ideas:

- Episode 1: Why this is the single best use of your time right now.
- Episode 2: Steps for set-up to help you achieve the most in the series.
- Episode 3: The nuts and bolts of the topic to speed up your learning.
- Episode 4: Red flags and things people screw up around the topic.
- Episode 5: From amateur to professional—what you need to do long term to achieve in the area.
- Episode 6: Lifelong habits that will help you grow in the area.

Just fill in your topic, and you're well on your way to an awesome series!

3. Story-based Lessons

When you do a series of story-based lessons, you gather entertaining and informative stories from your own past, other businesses and entrepreneurs, or the news.

I'd highly recommend reading *The*



Storyteller's Secret by Carmen Gallo for more information in this area.

Each podcast would have a similar structure:

1. Intro to the series theme.
2. 10-20-minute stories.
3. Main points or takeaways.
4. Teasing of the next story or points.

With this format, you use neuromirroring to connect with your listeners. When someone hears a story, his or her brain lights up in the same way yours does (neuromirroring). It's a way to better connect.

4. Sprints

A few years ago, I tested a product called "Blog Sprint."

It was a two-week intensive during which

A podcast series can breathe more life, specialty, and engagement into your audience.

I offered teachings and challenged people to write at least a blog post a day.

I wanted more passive income, so I did a podcast series on blogging that covered stats, techniques, and reasons to blog. In each episode, I promoted my new product and ended up having over 100 people sign up at \$99 per person.

By giving a highly specialized piece of content (the podcast series), I was able to gain a highly specialized audience who were positioned to buy the intensive.

Great podcast sprints:

1. Are highly specialized.
2. Follow a natural arc.
3. Give practical actions for results.
4. Dig in deeper and utilize keyword phrases.
5. Inspire listeners to take action.

Also, it allows you to expand a skill set and potentially use the recordings as part of a course or video series.

5. Panel of Experts

A panel-of-experts series focuses on featuring people who have extensive knowledge around a particular topic.

In preparation, you can have listeners submit questions or even attend live. For example, you may do a series on website optimization with a panel. You may want a developer, SEO expert, and design expert.

You can decide whether you'll interview one at a time or have them on all together with different themes. I prefer to do it more panel style, because often, it becomes more discussion based. Plus, sometimes an expert has a different perspective, which can make for an interesting back and forth.

A podcast series can breathe more life, specialty, and engagement into your audience. So which series are you going to launch next? 🎧



The Professional Podcaster

Joe Sanok
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Practice of the Practice Podcast 🎧



MILITARY MEMBERS COMMIT HEINOUS CRIMES, TOO

True-Crime Enthusiast Exposes These Cases In The *Military Murder* Podcast

Unfortunately, crime happens in all areas of life. Our armed forces are certainly not immune. True-crime enthusiast, active-military professional, and young mom who goes by the alias of “Margot” gives us a glimpse into those transgressions with the *Military Murder* podcast.

Some may ask why someone who is on active duty would produce a podcast

about true crime within our armed forces. “Everyone thinks I am a disgruntled military member, and that is so far from the truth,” mentioned Margot. “In fact, I love serving in the military. To me, it’s an honor to wake up every morning and serve my country.”

Margot has done so for over a decade. She has also been deployed to Afghanistan,

and her husband is active duty, as well. So, she is certainly qualified to cover true crime in the military.

But why take the time to produce a quality podcast on military murder? *“I saw a real need in the true-crime space for military members’ and veterans’ voices to be heard,”* Margot answered. *“I know how ‘secret-squirrely’ everything seems,”* she said, referring to those civilians who assume the active cover-ups of crimes within the military.

(Side note: I am definitely stealing “secret-squirrely” as an adjective.)

“What a lot of people don’t know is that military court-martials are open to the public,” Margot pointed out while detailing how the military isn’t as secretive as people may think.

“I wanted to break the silence on military true-crime cases that affect everyone,” Margot said, referring back to her motivation for creating the podcast. *“Those cases don’t just affect the military. A lot of the victims are civilians.”*

“I also wanted to highlight some issues that affect the military community,” Margot continued. *“Those like post-traumatic-stress disorder, domestic violence, depression, and marital issues. My #1 True-Crime-Army Rule is ‘Divorce is better than murder.’”*

“I saw a problem that military crimes weren’t getting the airtime they deserved, so I fixed it,” laughed Margot. *“What I do is piece a story together from the*

“Everyone thinks I am a disgruntled military member, and that is so far from the truth.”

beginning to the end, so [my listeners] know exactly what happened. A lot of people say, ‘People get away with murder in the military.’”

Margot is here to adamantly detail that that isn’t always the case.

It’s very clear that Margot takes her role as the host and producer of *Military Murder* seriously. She even took time from her vacation to produce a special episode covering the missing-person case of Elder Fernandez. This was Episode 41, which went live on August 24, less than seven days after Elder went missing.

Going back to the fact that our host uses an alias, I asked if there were people close to her who were upset that she, in essence, shines a light on some of the military’s dark corners.

“I consider myself somewhat of a historian,” Margot reflected. *“We need to*



know our history so we can prevent some of the tragedies from happening again. Shockingly, I don't get a lot of flack from the military or people who know me."

She continued to explain that once people listen to at least one show, they realize it's about highlighting the case—not about uncovering anything in the military. Some people who were skeptical at first often end up coming to her later to say, *"Let me tell you about another case."*

"I don't hide that I do this. My chain of command knows. My entire family knows. This is not a secret," added Margot. *"At the end of the day, I am only telling the truth as I know it."* She continued that her family and superiors have never dissuaded her and have only encouraged.

I had to ask, as I often do, which has been the most disturbing case she's covered so far. Ironically, her answer pointed to one of the most recent episodes: #42 Fetal Abduction Near Kirtland AFB. This was one that was actually recommended to her by her listeners, and it went live

on September 20, shortly after our conversation.

"When listeners recommend cases, I do a quick Google search to determine if it is viable," Margot detailed. *"When I searched 'Cindy Ray,' I thought no... this isn't real!"*

Sadly, it is. On July 23, 1987, Cindy Ray, a 23-year old Air Force wife had a well-baby appointment. Her toddler was with the babysitter. Her husband, Sam Ray, was doing his normal duty in security forces. Cindy was scheduled to pick up her husband from work due to the fact that they only had one family car. But Cindy called to say she was running late. When Sam went to look for Cindy at the clinic, Cindy had seemingly vanished. I won't give up the details here, but as someone who has watched and listened to A LOT of true crime, I can honestly say this is one of the top ten most disturbing cases to me.

"When I heard about this case, I don't know if it's the fact that I am a mother, or the fact that this was an 18-year old



committing a crime against a 23-year old, or just the insanity of the whole thing that was the most disturbing for me,” Margot admitted.

This episode was, in essence, about a civilian on civilian crime, proving that true crime is true crime regardless of where, why, or how it happens. As Margot mentions during the openings of her show, you do not have to be in the military or in a military family to enjoy *Military Murder*.

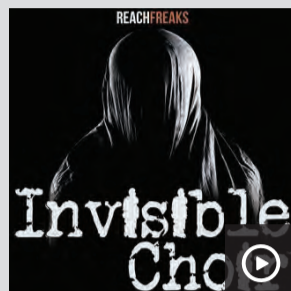
If you are a true-crime fan and are looking for a quality podcast in the category that may not show up on those top-ten lists just yet, *Military Murder* may very well be a nice addition to your list of favorites. And if you are in the military, all the more reason to listen in, as Margot continues to bring attention to cases and issues that need to be highlighted within our armed forces. 📌



True Crime Category Director
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 Public Safety Talk Radio 🎧

MARGOT

listens to



INVISIBLE CHOIR

The Invisible Choir true-crime podcast examines the most heinous murders through investigative storytelling, primary source audio, and victim testimonials.



COUSINS BY BLOOD

In 2000, Ivan Cantu was arrested for the murders of his cousin James Mosqueda and Amy Kitchen, James’s fiancé. New suspects will be uncovered. New evidence will be discovered. The clock is ticking to Ivan’s Execution Day.



MORALLY INDEFENSIBLE

From Marc Smerling, the creator behind *The Jinx* and *Crimetown*, comes a story of murder, friendship, and betrayal. In 1979, Ex-Green Beret Doctor Jeffrey MacDonald was convicted of the murders of his pregnant wife and two young daughters.

“At the end of the day, I am only telling the truth as I know it.”



UNDER THE RADAR

Ken's Independent Review Of A True Crime Podcast You Probably Haven't Heard Of... But Should Be Listening To



911 CALLS PODCAST WITH THE OPERATOR

Many times, the 911 calls shared in a true-crime episode are the most telling part of the show. Other times, it's the scariest portion. So why not a podcast based on that?!

That's what you get with *911 Calls with The Operator*. This podcast confirms that reality is scarier than fiction many times over.

Each episode presents and dissects the gripping audio from 911 calls made



throughout the world. As with many quality true-crime shows, *911 Calls* also provides a service to society. Look no further than the episode which aired on May 2, 2020, especially if you are considering the purchase of a firearm for home protection.

Just as important, the podcast is very entertaining. While I do believe that true-crime programs have a responsibility to be factual and keep cases in the public eye, they also need to be compelling. Being completely on point but reporting in a monotone voice doesn't cut it. People tune out and don't benefit from the information shared. But that isn't the case with *911 Calls Podcast with The Operator*.

The banter between The Operator and his junior assistant, Mr. Luna, is often not only engaging, but also down-right humorous. If you are a true-crime fan and looking for a podcast to listen to on that Thanksgiving drive to the in-laws, check out this one. 🎧



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★ **VETERAN OWNED** ★

We are helping a fellow veteran with a free tincture for every purchase.



BRUCE BUFFER

The Veteran Voice Of The Octagon

If you are a mixed martial arts fan, you know the famous voice of the UFC ...

*“Tiiiiiiiiittttttttt’ssssssssss
TIIIIIIIIIME!!!!”*

The man in the fancy tux is Bruce Buffer—and if his voice sounds familiar, you might also know of his brother—the voice of boxing’s famous trademarked catchphrase *“Let’s get ready to rumble”* Michael Buffer.

But Bruce is far more than a voice.

Bruce recalls how, in 1984, at 28 years old, he saw Michael Buffer’s name on screen



as the announcer for the Mike Tyson fight. Already a huge fan, Bruce wondered if he might possibly be related to the man who shared his last name.

“I thought, who is this guy?” Bruce turned to his connections at his telemarketing company to try and track down Michael Buffer. Amidst several dead ends, he discovered that Michael grew up just 20 minutes from Bruce’s own hometown in Philadelphia. Later, during a road trip with his father, Bruce asked the questions and came to find out that while serving in World War II, his dad married for a short time, and Michael was born in 1944.

Michael was raised by foster parents, obtaining the name Michael Huber. It wasn’t until he went into the army during the Vietnam War that recruiters noticed the name “Buffer” on his birth certificate—he had never been formally adopted by the Hubers. From then on, Michael went by his birth name.

Finally, in 1989, Bruce and Michael officially met in person. From that moment on, the brothers became close, and just four short years later, Bruce started managing Michael’s career.

He helped trademark his brother’s phrase and successfully built the multi-million-dollar brand. Although Bruce failed to keep his promise to stay out of announcing, he pursued entrepreneurship, as well, owning and running over ten companies

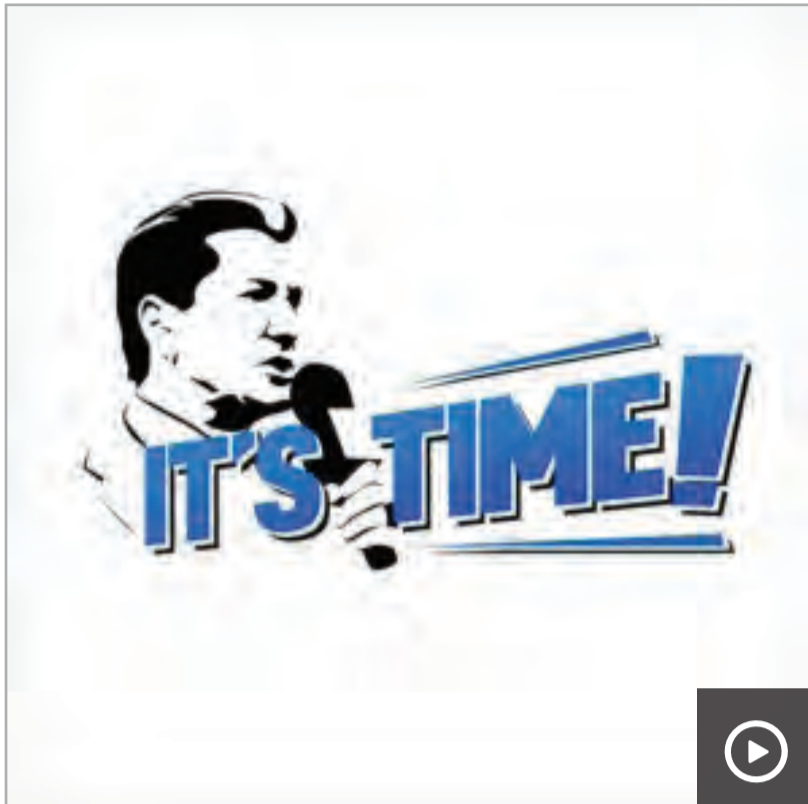
“I made it [money], lost it, made it again, lost it. Eventually, you realize it’s time to keep it.”

and doing his own marketing, branding, and podcast.

In fact, the “bug” of entrepreneurship “bit” him long before he met his brother. Bruce left college after two years stating that *“College teaches you knowledge, not application.”* He decided it was time to apply himself and began running multiple companies in telemarketing and security, to name a couple.

At just 19 years old, he started his first corporation. Since then, he has branded and marketed many items, including cologne, facial products, energy products, and a bourbon called Puncher’s Chance, which will be sold internationally.

He also became a motivational speaker and author of the book *It’s Time!: My 360-Degree View of the UFC*.



Despite having made millions in business, his true passion and calling for announcing came later in life, when he was 37 years old.

“I was a millionaire before all this,” Bruce said. *“I made it, lost it, made it again, lost it. Eventually, you realize it’s time to keep it.”*

His role in catapulting his brother’s five-word catchphrase in boxing helped Bruce see that he is *“a brander and marketer first and foremost.”* He was also acutely aware of the growth potential of the UFC.

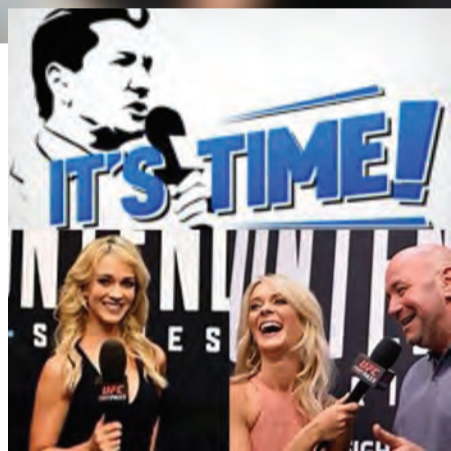
The popularity of mixed martial arts was dwindling among fans before Dana White purchased the UFC and turned it into the fastest and largest growing sports event in the world. It was during this time that Bruce became the voice of UFC. Suddenly, *“I can’t even walk down the streets of Brazil without being noticed,”* Bruce shared.



Now a professional mixed martial arts ring announcer and the official octagon announcer for UFC events, Bruce is introduced on broadcasts as the *“Veteran Voice of the Octagon.”* He announces his catchphrase, *“It’s time,”* before the main event of the UFC.

He also founded and hosts his own show, the *It’s Time* podcast, where he brings his special brand and flare each and every week while chatting with celebrities, fighters, and individuals from all walks of life about pop culture, news, and of course, mixed martial arts and the UFC.

Established in 2012, the *It’s Time* podcast with co-host TJ Desantis also covers current events and world topics such as life during the Covid-19 pandemic. Guests include movie stars, celebrities,



👉 Guests on *It's Time* have included (from left) former MMA fighter & UFC host Laura Sanko, referee Herb Dean and UFC contender Paulo Costa

comedians, UFC past and present fighters, show promoters, and more. Known as the “*life-styles podcast of the internet*,” Bruce and co-host TJ keep things current by discussing upcoming Fight Island UFC events as well as the protocol around (and testing for) COVID-19 Bruce deals with per UFC’s safety and protocol rules currently in place to be able to announce UFC 251.

Although it may seem like Bruce has enough on his plate to keep him busy 24/7, he still finds the time to enjoy poker, a skill he picked up as an eight-year-old boy. The interest remained over the years, and now, he is a ranked professional in

the game. He has appeared in 60 events to date and claimed the win on two occasions. His first win came on July 23, 2010, at the “No Hold ‘Em Main Event,” for which he was awarded \$75,000—the highest take from a single event. Two years later, “*The Veteran Voice of the Octagon*” won his second event at the 2012 California State Poker Championship in Los Angeles, earning \$11,500. 🎰

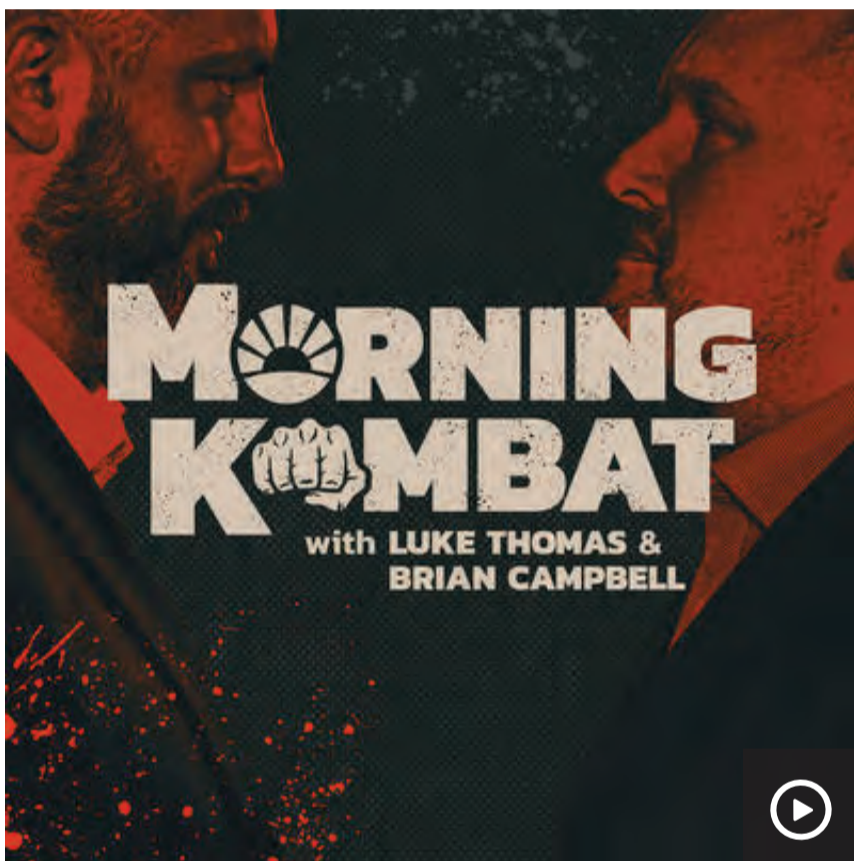


Sports Category Director
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The Neil Haley Show 🎧



UNDER THE RADAR

Neil's Independent Review Of A Sports Podcast You Probably Haven't Heard Of... But Should Be Listening To



MORNING KOMBAT WITH LUKE THOMAS AND BRIAN CAMPBELL

Luke is a former sergeant in the Marines and Senior Editor of *MMA Fighting* and *SB Nation*. Brian is the CBS “insider” for all things combat. Together, they cover everything happening in the world of boxing and MMA, including conversations with fighters, promoters, and especially fans!

If you love combat sports, you won't want to miss even a week of *Morning Kombat*. Luke and Brian's enthusiasm for the sport



and individual backgrounds make for great conversations around fights. Luke's honest insights into the fight game make for good entertainment.

If you miss a fight, listening in to the *Morning Kombat* podcast will give you the most up-to-date recap with great insight into the sport that you likely won't find in other podcasts. This live digital series that spotlights the weekend's biggest news from the world of boxing and mixed martial arts premieres every Monday, Wednesday, and Friday at 11AM ET / 8AM PT.

I appreciate how Luke and Brian trade barbs and opinions while providing some of the best MMA content out there! Great analysis, insight, humor, and excellent chemistry between these hosts. My only complaint is that there is only one episode a week! 🎧



JANUS DESCENDING:

A Dichotomous Perspective



“It’s never been so quiet... so dark. There’s something about the press of absolute silence, the whole consuming blackness that leaves me just a little... I don’t know... breathless.”

Janus is the Roman god of beginnings, endings, duality, time, transitions, and doorways. He is usually depicted with two faces as he simultaneously looks to the future and the past.

Janus Descending is a science fiction/horror audio podcast narrated by two characters—one going forward through the story and the other backward—who eventually meet in the middle. The episodes alternate between the two perspectives.

“Basically, I just wanted to squeeze some mythology in, but the title does work perfectly with the structure of the story,” said creator Jordan Cobb with a laugh.

Janus Descending is the story of two xenoarchaeologists, Peter and Chel, who are sent to explore a distant alien world and the ruins of a civilization on that planet. They go on this journey alone, which is against company protocol, but with Peter’s older brother in charge, they’re able to cut through the red tape.

When they arrive on the planet, they discover the ruins have sunk into a giant chasm. As they begin exploring, they run into the creatures who caused the end of the previous civilization.



“It’s clear from the start of the podcast, no one gets out alive,” Cobb said. *“The real mystery is how they get from point A to point B, and the emotional journey that the characters are going through. I knew from the start people were going to figure that out very quickly anyhow, because I have a tendency to give away too much in my writing. But, so long as I can carry you through the emotional side of things, I can live with that.”*

Cobb adds that even though people laugh at her, she considers *Janis Descending* to be a love story more than a true horror story.

“It’s about the emotional journey of these characters. They’re trying to figure out who they are and where they stand as they face the worst experience of their lives. Who are you under pressure? What do you do when the people you love are in danger? What do you do when it’s the choice between the person you love and

yourself? How do you navigate those kinds of moral quandaries? Especially when you find yourself in the situation and the adrenaline is going—there’s an active choice right in front of you, and you have to make a decision. And then how do you deal with the aftermath of those decisions you make?”

The idea for *Janus Descending* was planted when Cobb and her friend Anthony Olivieri wanted to make a podcast together, but Anthony didn’t have time to create anything new. Plus, they live in different states. So, Cobb decided to take on the task of trying to figure out how to tell a story with two people without having them interact too much.

“That’s how I came up with the single narrator, double perspective. I knew I wanted to tell the story that took place in outer space. It’s one of my three big loves, next to dinosaurs and the ocean. All my projects somehow revolve around those things. This time, it was space. And as I was coming up with the story, I was introduced to the alien series for the first time.

“That’s really what kind of got me going down the rabbit hole of horror stories and those that deal with unnerving situations... the uncanny monsters, yes, but also psychological horror and drama. I didn’t want to watch a lot of slasher movies, because I don’t like a lot of gore or jumpscars. But I’ve always found monsters kind of fascinating, because it’s

“It’s about the emotional journey of these characters. They’re trying to figure out who they are and where they stand as they face the worst experience of their lives.”





just different forms of biology, and you kind of get to play with things that already technically exist in the world by mashing all the really horrible parts into just some wretched monster that's chasing you through the dark, which is always a ton of fun.

“And, as I was going through it, I realized it can't be a monster story for both characters. It has to have an element of the psychological horror to kind of carry the second thread of the story through. The characters have to experience what's going on differently, so that there are still two stories to tell. And then it just sort of snowballed from there and wound up as a podcast.”

Along with writing the script, Cobb is an actress and plays Chel.

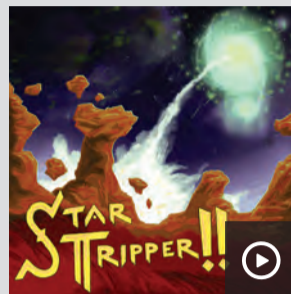
“I've been an actor longer than I've been a writer. Actually, I started acting in the second grade, and I was like ‘THIS... this is the thing I want to do forever.’ And then in seventh grade, I discovered writing, because my cousin introduced me to fan fiction, and that was a long, dark road. Eventually, though, it led to podcasting, so it wasn't all that bad.

“I always loved listening to audiobooks and fiction podcasts like Welcome to Night Vale and Wolf 359, and all of the sudden, it just clicked. I was like ‘Oh hey, wait, I can make this work. I can write voiceover fiction. I'm an actor, and podcasting is a thing.’ So, I got a couple of my best friends together, and we made our first show, which was Here Be Dragons, and



JORDAN

listens to



STARTRIPPER!!

Feston Pyxis, native of the bureaucracy planet Lorvin, has left it all behind! He's sold all his B-movie memorabilia, bought a “StarTripper” ship, and is ready for a good time.



WINDFALL

Ever since the castle first appeared in the sky above the city of Windfall, its residents have been building upward. But now, there's something else above Windfall, something far more sinister.



STATION BLUE

Desperate to find meaning in his life, troubled Matthew Leads takes a job as the caretaker of an Antarctic Research Facility called Station Blue.

“The real mystery is how they get from point A to point B, and the emotional journey that the characters are going through.”



I just kept going with it. It kind of snowballed into this wonderful experience of getting to pull from all aspects of my creativity.”

Even though *Janus Descending* is a completed story, Cobb has already launched her next project, *Primordial Deep*, which continues on the psychological horror/drama themes started in *Janus Descending*. The pilot episode debuted on Halloween, so you can check it out now. 📍



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UNDER THE RADAR

Michele's Independent Review Of A Fiction Podcast You've Definitely Heard Of... But Should Be Listening To



THE PHENOMENON

Imagine waking up one morning to alerts from the Emergency Broadcast System:

Stay inside. Keep your blinds closed. And, whatever you do... don't look at the sky.

That's how the audio drama podcast *The Phenomenon* starts off.

An alien race of predators that can kill in all sorts of ways—the most chilling, perhaps, by simply looking at you—has descended onto Earth. (Yes, if this reminds you of the Netflix film *Bird Box*, you're not alone, although this



story is very different.)

Humans are reduced to living underground and in bunker-type buildings as they desperately try to figure out a way to somehow survive and fight the creatures.

It's a very compelling podcast overall, but one criticism I have is there appears to be an awful lot of characters and “scene” changes, and with only audio cues and no visual, I found it a little confusing at times to follow. (I think this is one of the reasons why single-narration podcasts, or an audio podcast built around one main character voice, is so much easier. Orienting yourself around one or two main voices is much simpler than a lot of switching around.)

But the story itself, especially interspersed with sounds from the Emergency Broadcast System, is extremely eerie.

If you like alien monster stories, I would definitely check out *The Phenomenon*. 🎧

NEW PODS ON THE BLOCK

Check out these awesome, brand new pods... and be sure to show 'em some Rating, Reviewing, Subscribing & Downloading love!

UNLOCKING US

Hosted by: Brené Brown

The podcast debuted in March and quickly became a top-

MUSIC FOOTBALL & FATHERHOOD

Hosted by: Sebastien Lefebvre and Patrick Langlois



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Have you launched a new podcast in the last 60 days?

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NEW PODS ON THE BLOCK

Contact us at ads@podcastmagazine.com

STRAIGHT UP

Hosted by: Trent

Former NFL wide receiver and internationally successful motivational speaker with 12 million followers on social media brings his perspective on the honest perspective of the truth you need to hear if it's hard to take.

MAKING SENSE

SAM HARRIS

BS DE RESISTANCE

Hosted by: Lyssa Dale Leopold

Irreverent, fast-paced, and deliciously immersive anti-Trump political satire following a Texas mom and her precocious four-year-old as they're drawn in to a struggle with the Deep State and its enemies.



According to *The Guardian*, this is "a podcast about the internet" that is actually an unfailingly original exploration of modern life and how to survive it."

/reply-all/



ERICA MANDY

Renewing America's
Faith In News



There used to be a Nightly News that everyone eagerly watched (except the kids, of course). You were loyal to either Tom Brokaw, Peter Jennings, or Dan Rather, or you had faith in all three and watched whatever came on. For the most part, Americans felt their news was unbiased, fair, and thorough. And they had great respect for the newscasters.

Then the Internet happened.

News stations could monitor which headlines got the most clicks on their website. So little by little, programming changed. With 1,000 more choices than Jennings, Brokaw, or Rather, stations took ownership of their bias to collect a bigger piece of the pie.

That culminated, for the first time in radio

and TV history, a feeling of overwhelm and depression around the choices. People then began to avoid the news because it was depressing. Soon, the need for “fact checking” became evident.

Now with social media, fake stories and real stories get the same treatment, leaving people unsure of what to believe.

That's the world Erica Mandy stepped into when she became a reporter for a Los Angeles news station. And while she was super excited to bring her skills to L.A., she saw the television audience shrinking as people lost faith in their news.

Growing up, Erica loved writing. It came naturally to her, and she easily excelled at school. When it came to choosing a college direction, she combined her

love of being on stage dancing with her passion for writing and her inherent empathy for others by majoring in Broadcast Journalism.

She cut her chops as a reporter in both Missouri and Oregon before making the jump to L.A. (and even won awards for her work). But L.A. brought new challenges. In one of the biggest news markets in America, the demands were higher and priorities different than what was in Erica's heart.

Her commute to work was long, which enabled her to really dive deep into podcasts and truly experience the power of that one-on-one connection a host has with the listener. With America's woes over news on her mind, she decided she could choose the news that reaches a disenchanted audience via a podcast.

So she quit. She quit a six-figure job in the biggest news market in America to go after a dream, giving herself one year to create a new viable business model to support her family.

The questions she asked herself were: What if news could be fair again? What if it could actually be fun to listen to? And what if it fit into today's busy schedules in a way news never could before?

And that became *The Newsworthy*.

10 minutes of daily news that is thoroughly vetted to give you both sides of a story in true "reported-not-persuaded" fashion. Not only are you kept up to date with the most relevant stories, but Erica includes

ERICA

listens to



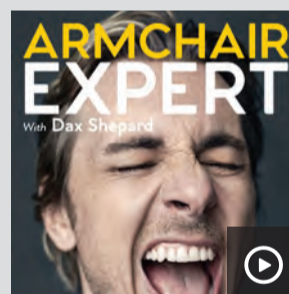
THE HAPPINESS LAB

Yale professor Dr Laurie Santos will take you through the latest scientific research and share some surprising and inspiring stories that will forever alter the way you think about happiness.



HOW I BUILT THIS

The stories behind some of the world's best-known companies. *How I Built This* weaves a narrative journey about innovators, entrepreneurs, and idealists—and the movements they built.



ARMCHAIR EXPERT

Each podcast features celebrities, journalists and academics as they discuss "the messiness of being human."

“What if news could be fair again? What if it could actually be fun to listen to? And what if it fit into today's busy schedules in a way news never could before?”



the positive stories most stations don't have time for. Providing that kind of levity to make you smile is important to Erica, because, despite the news, we live in a great world.

And if Erica's listeners' feedback is any measure of success, she is not only a successful podcast host, but really, she's hit a Grand Slam with *The Newsworthy*.

"I've been listening to this podcast for about three years. I love that it is brief, but still captures all the news one would need to know on a daily basis. It's upbeat, and if I'm having a chaotic morning, I find relief in hearing the friendly voice on the podcast. It's impartial news, and I enjoy being able to hear political news without fighting. It's a great newscast!"

Maybe, just maybe, it's time for you to go after your dream, as well. 🎧



News Category Director

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*Nielsen Q1 2018

OVERRATED

Dan's Independent Review Of A News Podcast You've Definitely Heard Of... But Might Want To Reconsider Listening To



BAG MAN

I was excited to listen to this podcast. I really like a good series that goes deep in explaining something I have just a bit of knowledge about.

But I think this podcast could have been four episodes long, instead of seven (at the time of this writing) and been just as powerful. I felt like there were many questions left unanswered, and now, instead of having a great handle on the Spiro T. Agnew situation, I feel like I have to go research myself.



One of the episodes is a roundtable discussion, which feels like Rachel Maddow's TV show instead of a storytelling podcast. There's nothing wrong with adding that as a component, but since everyone has limited time, they are pretty picky about what they spend it on. Plus, if you focus your energy on discussing elements from previous episodes, you also forego going deeper into questions left unanswered.

What's great about podcasting is that it gives creators a forum to actually share what they think about the subject. And in this case, the host does just that.

But her allusions to President Trump, her opinions often left unsupported, and her bias from the very first word should have landed this podcast in the "Opinion" category instead of "News." Since the days of Peter Jennings, Tom Brokaw, and Dan Rather, though, opinion and bias have become the definition of news. 🎧



WE ARE *Storytellers*

Nearly everyone loves a good story.

From our ancestors telling tales around the fire to reading our favorite books, listening to current ‘happenings’ around the dinner table, and the most modern medium for sharing the spoken word—podcasting—arguably, there is no more powerful form of creating human connection than the bonds forged within the moments of an enlightening, entertaining, and/or educational story.

“At Wondery [the largest independent podcast publisher in the world], we *are storytellers*,” said Chief Operating Officer Jen Sargent, a successful entrepreneur with more than 20 years of digital media experience. “We tell stories that hold up over time and across a delivery platform where there’s a huge untapped opportunity—the global listening market.”



Launched in 2016, Wondery's massively popular shows, which include *Dr. Death*, *The Shrink Next Door*, *Dirty John*, *Gladiator*, *Imagined Life*, and *American History Tellers*, have paved the way for listeners to enjoy an unparalleled, high-quality, immersive storytelling experience in the podcasting medium.

28, yes 28, of Wondery's shows have reached #1 on Apple Podcasts, and it's the only publisher to claim the #1 and #2 'Top New Podcasts' slots on Podtrack's annual ranking system. Jen credits the publisher's success to its industry-leading capabilities in production, marketing, distribution, and monetization.

Even while overseeing major marketing, business development, partnership, distribution, licensing, and product decisions as COO, Jen's entrepreneurial spirit shines through her wide range of experience.

After earning an MBA from Harvard Business School and a BS degree in Electrical Engineering from the University of Virginia, Jen describes her introduction to the world of business ownership at the bottom of the recession in 2008 as *"jumping into the deep end of the pool when it's really, really cold."*

Despite it being *"an amazing learning experience,"* Jen felt the effects of having *"the weight of the world on my shoulders during really difficult economic times."* Her company, HitFix, grew, and was acquired by Uproxx, a larger digital

"There is a lot of unknown as to what this industry holds, and that's very exciting to me!"

media company. She subsequently became president of Uproxx before it was ultimately acquired by Warner Music.

"At that point, I wanted to get back into early stage businesses, but I realized I didn't have to be the CEO every time. I didn't have to be the President. What I really wanted was a business model that made sense in an industry I was passionate about, because passion is everything."

For Jen, that passion—and fascination—sits at the intersection of media and technology, which she points to as the common thread throughout her entire career. *"There have been a few fundamentals for me that I've known from the beginning of my work life. I know that I love technology. I know that I love media. I know that I'm a fan of pop culture and entertainment. And I know that the more passionate I am about something,*



the more likely I am to be successful at it. I've used those determiners as guiding principles in my life."

Jen is also a podcast lover.

"Podcasting is this great mix of everything that books bring to the table in terms of using your imagination and being entertained and educated at the same time. It really taps into a part of your brain that isn't engaged when you're watching a video or a movie, because those platforms provide you with someone else's vision of the story.

"Podcasts let you develop your own vision of what's transpiring in your head, which is always much more vivid a picture than anything anyone else can paint for you. On the flip side, it also has a lot of the



Some of the hit shows showcased on the Wondry network include *Dr. Death*, *Even the Rich*, *American History Tellers*, *Business Wars*, and *The Trial of the Chicago 7*.

benefits of video—i.e., it's on demand, but you can listen while doing other things."

So, when the opportunity arose to join Wondery, Jen took the plunge to combine her passions, without any idea whether the small startup with a team of less than 20 people at the time would "come together or not."

"Even then, I could see the potential—a

modest-sized podcast can be very profitable just with advertising. But I knew if it was done the right way, you'd end up with an evergreen asset that could be developed into other IP such as events, books, and TV shows... you can do so much with a well-produced show! The opportunities were apparent early on, and I felt confident we could also create our own app and platform."

With Jen on board, not only has the number of employees more than tripled, but Wondery has expanded internationally with *Dr. Death* being launched as the first global release of a podcast in multiple languages in August 2019. The show's wild popularity has been compared to a "cult following for navigating what happens when the systems built to protect us at our most vulnerable moments fail to do so." In fact, fans of *Dr. Death* were invited to submit their favorite cases, and the response was overwhelming.

In October, Wondery released the highly anticipated sequel, promising to deliver on one of the most heinous acts of medical fraud the world has ever seen.

Wondery has been very successful at optioning its shows for TV and, as of this year, also launched Wondery+, an app and direct-to-consumer service that, with subscription, allows listeners access to exclusive episodes and the full Wondery catalog completely ad-free.

It didn't take long for Jen's initial vision to come to fruition—a vision which has since greatly expanded—and now, this



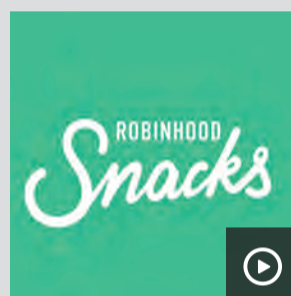
JEN

listens to



BUNGA BUNGA

This eight-part series on the incredible true story of the rise and fall of Silvio Berlusconi, told with host and comedian Whitney Cummings' signature wit and style.



SNACKS DAILY

Digestible financial news. Get smarter fast with an entertaining breakdown of our top 3 business stories in 15 minutes.



UNLOCKING US

Host Brene Brown has conversations with the people who are teaching her, challenging her, confusing her, or maybe even ticking her off a little. We don't have to do life alone. We were never meant to.

"I know that the more passionate I am about something, the more likely I am to be successful at it."



“Wondery has built a brand synonymous with immersive storytelling that is poised to transcend delivery mechanisms both domestically and abroad.”

“podcasting-first company” is paving the way for a whole new world of storytelling.

“Wondery has built a brand synonymous with immersive storytelling that is poised to transcend delivery mechanisms both domestically and abroad,” Jen explained. “The U.S. has been very quick to develop both on the content side and the advertising revenue side of the industry, but there is demand throughout the world for great content.

“There’s a huge opportunity in audio over the next decade, and because we’ve perfected taking stories to other mediums, we’re going into those markets now with the idea that when we greenlight a story, it may go in other directions. Starting in the audio part of the development pipeline means Wondery has access to tremendous opportunities others simply don’t. This provides us with a meaningful competitive advantage.”

Take, for example, *The Shrink Next Door*, with Paul Rudd and Will Ferrell, which has been optioned to television. This is the type of “expanding the podcast pie” Jen envisions that will perhaps bring multitudes of television viewers into the world of podcasting. “Viewers could likely love a show so much that they want to explore more via podcasts. In turn, the entire medium of podcasting benefits.”

Arguably one of the most powerful women in podcasting, Jen has a unique opportunity to mentor other women—and entrepreneurs in general—who want to build something from nothing. For her, it’s rewarding to have conversations and share knowledge... to give back.

To that end, Jen offers advice for the novice podcaster.

“Just remember, it is vitally important to find your listeners—to be found and

grow your show. So promote it, whether you have a budget or not. Get guests on your show. Cross promote with similar podcasts. Place ads on other podcasts. Your best chance of finding listeners is within other audio.

“It’s also, of course, about being monetized. And how does an independent publisher or podcaster make money from podcasts, if not just to support him or herself at least to cover the cost of the podcast? Some of the models that are emerging, including Wondery+, will allow smaller podcasts to make money directly. And I think that will be a really good thing for the ecosystem. It’ll allow for more content, and more diverse voices. It will open up even more possibilities for everybody in podcasting.

“There is a lot of unknown as to what this industry holds, and that’s very exciting to me!”

The growth of podcasting is exciting—especially as a way for podcasters and guests to share the stories that keep us connected even during times of social distancing and more isolation than we’re used to.

“In the midst of COVID, consumers are listening more throughout the day... while they walk their dog or while they’re cleaning, cooking, gardening,” Jen continued. “Consumption has been up since July, because all of these new patterns have emerged. We’re going to see podcasting as ubiquitous as radio. It’s going to be in the consumer’s hands to listen exactly when they want, and it’s going to be a great storytelling medium for developing IP into other platforms—not just for one rep, but for everybody sharing great stories.”

In a world where people are perhaps craving human connection more than ever before, podcasting is a means for providing it—and both Jen and Wondery are at the leading edge of this storytelling revolution. 🎧



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Reinvention Radio 📻



PARENTING ON PURPOSE

**Real Answers
For Real
Families**

When a podcast makes a great impression within the first minute of listening, it's a good sign. I immediately fell in love with *Parenting on Purpose*, and knew it was different right from the start.

When I click on a podcast, I pay attention to both the content and the sound. I can't see the person who's speaking, so the sound has to encourage me to listen. Otherwise, I'm out. Dr. Bob Barnes is not

your typical podcast host, and this show stands apart from many other podcasts.

To begin with, Dr. Barnes' voice is awesome! It's deep and bold, yet very comforting at the same time.

Sometimes, podcast hosts come across as self-righteous while simply airing their opinions. It's a sad fact that some merely talk about the things they read in books without actually applying it to their lives or working on themselves by growing, learning, and pushing themselves to new levels.

In contrast, Dr. Barnes is honest, vulnerable, open, and direct. One of the first *Parenting on Purpose* episodes I listened to focused on Attention-Deficit Disorder (ADD). As Dr. Barnes described his childhood schooling experience, it drew me right in. Like me, he feels it is regressive rather than progressive. I was captivated instantly.

Many people think that traditional school is the best option, but is it? Many kids are diagnosed with ADD, but one has to wonder... is that the real problem, or might it be what and how they are being taught? Both the content and the traditional methods are incredibly boring to about 80% of all kids. Dr. Barnes' discussion about how kids learn more effectively when they are allowed to learn what they want to learn how they want to learn it was completely in sync with my beliefs and what I am doing for my own kids' purposeful education.

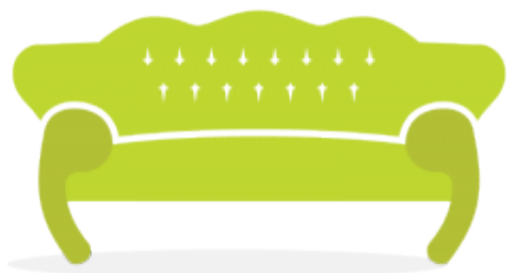


Parenting on Purpose is hosted by Dr. Bob Barnes (top) and his daughter, Torrey Roberts.

I also love the banter between Dr. Barnes and his daughter, Torrey Roberts.

Torrey, who manages the podcast, refers back to her time as a behavioral specialist at a residential home to explain its origins:

“Sheridan House Family Ministries started in 1968 as a residential home for teenagers with behavioral problems. Kids came in from the court system and so on, and we started to realize that the parents were the key. If we didn't have parental involvement, the kids weren't going to



Parenting on Purpose



get any better. We shifted our program from a seven-day per week model to five, allowing teenagers to go home on weekends and practice what they had learned with their parents.

“The ministry expanded in the nineties as we started helping single moms. We help 200-300 single moms every year with rent and other expenses, but more importantly, we get them access to counseling services and training in skills like budgeting. We’re all about training and guiding people, not just handing out vouchers. In 2010, we decided that since my dad had written several books and spoken nationally with my mom on parenting, it was time to take our ministry to the masses to help parents and married couples.

“The show was initially produced and broadcasted through a radio station. Although we now produce it on our own, the format is still designed for radio in

“If we didn’t have parental involvement, the kids weren’t going to get any better.”

15-minute segments. Two stations in Fort Lauderdale and one in Salt Lake City, Utah, broadcast it.”

Torrey admits that her professional background helped to somewhat prepare her for parenting, but now that she and her husband have two sons, she doesn’t believe there is any such thing as a parenting “expert.”

However, her parents seem to come pretty close. Bob and Rosemary have been married since 1972. Parents of Torrey and Robey, they have presented seminars and conferences on parenting and marriage. They have also authored 10 books, which have been published in several languages, and Dr. Barnes holds a doctorate in counseling.

Their guidance is needed now more than ever. Torrey recalls that when her father started his ministry, people had much more of a support system. Now, parents

seem to be much more on their own, including single moms who are balancing a great deal. Torrey adds, *“Today’s parents have so much information thrown at them. We hear about various parenting styles, and they are polar extremes. The influx of information can be overwhelming.*

“It also seems to me that children are dealing with so much more. They have a lot more anxiety and tons of pressure on them. With social media, nothing ever shuts off, and they don’t get an escape. I struggled in middle school with some bullying, but I could turn that off when I was home at night. If kids deal with bullying now, because of social media, it’s always there.”

The modern-day challenges Torrey highlights underscore the reason I think it is important to have a team like Dr. Barnes’ behind a podcast on a critical subject like parenting.

On this podcast, no one is advising you to adopt a specific parenting style based on conditioning from their parents. As parents, it is important to examine whether we need to make changes. Unfortunately, most parents who had issues in their childhood are raising kids the same way they were raised, thereby continuing the cycle and shaping the types of parents their kids will be in the future.

Dr. Barnes and Torrey go above and beyond to help parents move past “parenting by default”—repeating what they were taught. The idea is that if you’re



Roberts and Dr. Barnes recording an episode

purposeful about changing the way you parent in your household, the change will last for generations.

My parents did a great job in some ways, and not so great in other areas, but the big takeaway is that they did everything they thought they should be doing. It didn’t all work for me, though, just like it’s not all going to work for every kid, so being fluid, flexible, and purposeful is key.

Dr. Barnes and his daughter are innovating and evolving how we parent because they care deeply about making a difference in the lives of parents and their kids. I really respect that, and I truly enjoy listening to their perspectives. Every parent will benefit from listening to their practical advice. 📌



Kids & Family Category Director

Ian R. Lobas

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Men On Purpose Podcast 🎧



THE ANTIDOTE TO MEDIOCRITY

In a world of low expectations, disappointment, and mediocrity... filled with over-medicated, over-indulged people struggling to get through their days and stressed beyond belief...

Dr. Trevor Blattner refuses to accept average as acceptable, underperformance as understandable, or exhaustion as the expected way to live your life.

Welcome to *Redefining the Top 1%*. In this world, you're challenged to step into high expectations, to perform



to your maximum potential, become a world-class leader, and live for something larger than yourself.

Sounds great, right? But probably a little... unrealistic? A setup for disappointment for those of us who live in the “real world”?

Full disclosure: Normally I do a formal interview with the hosts I write about for this column. But I didn’t even tell Dr. Blattner I was writing this article when we chatted. (Hey, congrats, you’re being featured in *Podcast Magazine!*)

A few years ago, I met Trevor at an event I was hosting, and he shared his vision with me.

Since then, I’ve seen the real behind the scenes of his business as we’ve masterminded and strategized together.

I’ve watched as he juggles the demands of a seven-figure practice, beautiful family, and growing podcast and coaching business, all the while staying true to his priorities and faith. He’d never tell you it’s easy or without challenges.

But he would tell you it’s absolutely worth it, as he sees the impact his pursuit of something beyond mediocrity has on the world around him.

And when you go “beyond the microphone” with this guy, you quickly realize he’s as real and genuine as it gets. His “sunny” view of possibilities isn’t because he’s lived a sheltered life or only known success, either. It’s actually quite the opposite.

Let’s rewind.

Picture this: you’re a successful three-sport

“Everybody has a purpose and mission in life that’s waiting to be discovered.”



Trevor with wife Ashley and their 3 daughters



“You’re here for a reason, and you can make a positive difference in the world.”

athlete in high school, graduating near the top of your class and going on to earn a 3.98 GPA at a prestigious university. But you’re miserable, waking up every day sick to your stomach with anxiety, struggling with self-doubt, and paralyzed by your perceived failure.

The “alpha male” Trevor had been pushed to be didn’t fit who he was. And the inner chaos led to broken relationships, weight gain, and alcohol to numb his emotions.

What do you do when your reality collapses?

If you’re Trevor, you search your soul. Challenge yourself. And you decide to take a *different* path to success. You accept that you’re truly here for a reason, and you can make a positive difference in the world. Then you begin, one step at a time, to build a life that proves it.

Over the next two decades, Trevor dove into the science of next-level success and unlocking human potential. From there, he used what he learned to create and grow his own seven-figure business.

Through *Redefining the Top 1%* podcast, Trevor shares what he’s learned along the way. He brings in guests who’ve achieved success in all areas of life and business to candidly share their keys to breaking out of mediocrity and achieving their wildest dreams.

And, despite our tendency to believe that achieving big things comes down to luck, IQ, or being “born with” gifts, Dr. Blattner’s research contends that five of the common key strengths of super-achievers are actually accessible to all of us:

Strength #1: Purpose - Know the primary reason you were born.



Strength #2: Focus - Master the art of intense and unwavering focus.

Strength #3: Self-Confidence - Don't let challenges stop you from being confident in yourself.

Strength #4: Enthusiasm - Willpower is a limited resource, so get excited.

Strength #5: Specialized Expertise - If you lack specialized expertise, you can't become a super-achiever!

Most people get stuck at Strength #1. But Trevor's got a solution!

There's a simple process for how to discover your life purpose so you can develop all five strengths and rise above mediocrity:

Contemplate the following questions:

- *What things do you really love doing?*
- *What things come very naturally or easy to you?*

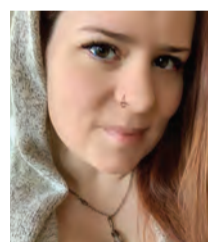


- *What personal qualities do you have that you love to show the world the most?*

"Everybody has a purpose and mission in life that's waiting to be discovered," Trevor says.

His message to you:

It's time to find yours, and unleash your top 1%. 🎧



Business Category Director

Michelle Shaeffer
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The Art of Giving a Damn 🎧

Got a Business Podcast suggestion?

Let us know! >



UNDER THE RADAR

Michelle's Independent Review Of A Business Podcast You Probably Haven't Heard Of... But Should Be Listening To



YOU TURN PODCAST W/ ASHLEY STAHL

She was almost a spy. She speaks English, Arabic, and French. And she's got degrees in International Relations and Psychology... but she left a six-figure job at the Pentagon to bring this message to world:

“It's time to turn off the auto-pilot and wake up!”

A decade ago, Ashley Stahl was in counter-terrorism, winning awards for her work as a national security expert. But she was



exhausted and searching for what she was truly meant to do in the world.

So she took a risk and launched her own business. Today, she helps people discover their true career path, so they can land their dream jobs or launch their dream businesses.

In 2018, the podcast was born. 144 episodes and nearly 300 five-star reviews later, it's a library of conversations with fascinating guests that can help you create a plan and land a job you'll adore, get clear on what career path is best for you, design a dream business that allows you to live your passion, and/or find fulfillment in your relationships.

With great insights, pro-quality audio, and Ashley's soothing voice, you'll find yourself drawn into binge listening to this one as it inspires you to live your life with intention and purpose.

Go subscribe, and listen all the way to the end of the episodes for actionable next steps. 🎧

GO “INSIDE THE CRAZY”

With Dustin Bergmann
& Logan Austin



Inside The Crazy Ant Farm is not new to *Podcast Magazine* readers; raving fans have voted them into the Hot 50 for a few months now. You may also have heard about them in the Oct 2020 edition of the *Podcast Magazine's Hot 50 Countdown* (hosted by yours truly!).

Co-founders and owners of the show, Dustin Bergmann and Logan Austin, are independent filmmakers.

As an indie film production company, they are currently working on some cool projects. What kinds, you might ask?

“We have several projects in various stages of development,” Dustin said. “It’s not just about film. We’re also working

on three television series—one drama, one comedy, and one animated comedy. And then we’ve got a short film, which is a suspense thriller, and a feature film, a drama, in development.”

Dustin, a seasoned industry professional, met Logan at WLOX, a local television station where they both worked. That’s where their creative juices started flowing, and where they began Crazy Ant Media.

They began expanding, and the company took off, resulting in their decision to move to LA. Not everyone on their team was able to make the move with them, so they are currently building again.

In fact, *Inside The Crazy Ant Farm* was initially born as a way to gather contacts for their film and television projects.

“When we first decided to do the show, we were in Biloxi, Mississippi,” Dustin shared. *“After moving to LA, it was like, how in the world do you get a company known in this city? We needed to build recognition of the name brand, and podcasting seemed like a good idea.”*

“You know, in the entertainment industry, it’s all about who you know,” Logan added. *“Once we started Inside The Crazy Ant Farm, we realized that we have so many different interests when it comes to the entertainment industry. So, we started branching off to different segments. Not a lot of people do what we do. Normally, people do just interview segments. Industry news segments, for example. But we like to do a little bit of everything, because we have multiple different interests. I mean, the entertainment industry is huge! So we figure why not cover all our bases?”*

“We focus interview segments on ‘up-and-comers,’ to provide them with advice from established actors in the industry. We help them discover how to mold their own path and get started in the industry. We really enjoy helping them out, because it’s very much a politics game in the entertainment industry, as well.”

No doubt an excellent resource for listeners, *Inside The Crazy Ant Farm* provides its audience with coverage of current events in Hollywood, Vancouver, New York, and Atlanta.

“After moving to LA, it was like, how in the world do you get a company known in this city? We needed to build recognition of the name brand, and podcasting seemed like a good idea.”



Logan explained:

“We pride ourselves on speaking to the newcomers—people who want to learn. People who have a passion, but don’t know how to get their foot in the door. We want them to know everything that’s going on in the industry, so they are as prepared as possible when they meet with Hollywood executives. That’s necessary; you always want to be on top of your game. It doesn’t look good to be unaware of anything that is happening in the industry.”

And, with the pandemic and subsequent shutdowns, things have changed dramatically within Hollywood and production, making it that much more difficult to follow all the shifts.

“It’s been a huge, huge transformation,” Dustin said. *“Everyone was left to sort of*



Crazy Ant Media Founders
Logan (left) and Dustin



figure out what to do. All the production was shut down, so people weren't getting work. And a lot of people don't realize that when you're an actor in Hollywood, not everybody is Brad Pitt. 99% of the people are working actors. So when the shutdown happened, they were out of money. They didn't know what they were going to do.

"On the upside, it created a perfect opportunity for newcomers to create content. Even well-known names in Hollywood who were on TV shows or in movies weren't working anymore. Even they were saying, 'We're at home, and we have to create our own content if we want to stay relevant... to keep our name out there.'

"That changed everything for us. We had more access to people being home. We

were able to book guests who could share all their experience in creating a series or acting in a project from home. Plus, they suddenly had to do it all, having become their own makeup person, casting director, camera person, set director... just everything. So it completely changed the industry. And it's been a world of change for us, too, because we have greater access to them."

While the pandemic has caused so much upheaval in life as we know it, it's a (refreshingly) exciting time for Dustin and Logan. The rules are being rewritten in the entertainment industry, and the duo has discovered the key to success in this current climate: relationships and connecting.

Dustin said, "You know, the friendships and relationships we've been able to build over the past two-and-a-half years have been incredible. We've been really blessed, as filmmakers and creators ourselves, to be able to talk to Oscar winners and Emmy winners and Golden



➤ Dustin and Logan conducting an audition for their upcoming TV series.

Globe winners and people who have been in the industry for 50 plus years. The information and stories they share are invaluable.”

“It’s also a really fun time for us to get to sit down for two hours every single week and talk about something we both really enjoy and love,” Logan added.

Shortly after releasing *Inside The Crazy Ant Farm*, Dustin and Logan watched as it took on a life of its own.

“It was like holy crap... we’re actually teaching people how to maneuver in the industry! So we’re actually a lot better than we thought we were, because originally, it was all about us. And now, it’s all about them,” Dustin said.

When the podcast really started to take off, the co-hosts realized that their interviewees were passing along not just general advice, but guidance that made a big impact on their listeners. That’s when they adopted a very specific question to ask each of their guests:

How did you get started?

And before they knew it, their audience grew as listeners discovered they had found a place where they could come and learn from others who had been on similar journeys about the mistakes they have made prior to becoming successful. This way, they can avoid similar pitfalls.

Luckily for listeners, Dustin and Logan have no plans to quit podcasting any time soon. They spoke to what drives them to keep going.

“It’s the adrenaline rush,” Logan confessed. *“Just getting to talk to so many different people. One of our main goals is to get Oprah on the show. So we keep trying to level up the talent and on-air personalities that we book. But it’s also about learning from people, because once you feel like you stopped learning, that’s when you actually get left behind.”*

The chances of Dustin and Logan getting left behind are slim—their listeners love them!

“Our fans are the best ever,” they said in unison. *“We do all kinds of contests to*



“On the upside, [the pandemic] has created a perfect opportunity for newcomers to create content.”

help them as much as we can. We’ve got one going now where the winner will get a one-on-one hour-long session with a casting director to ask anything he or she wants around getting into the industry or auditioning.”

What started out as way for Dustin and Logan to build their brand and get projects has turned into a powerful tool for newcomers to get their hands on valuable insider information about breaking into—and surviving—the entertainment industry during some pretty crazy times.

The bottom line from the boys?

“If you have a passion for what you do, and a drive to go after it, you can succeed. We’re proof of that.”

*A quick note to my beloved readers:

It is time for me to say goodbye to the TV and Film category! I really enjoyed interviewing the hosts of so many great podcasts and writing about their amazing shows.

But don’t worry... I am not gone!

I am excited to announce my new position as the Category Director for all things Comedy!

In short, I love to laugh. It truly is the best medicine, and so beneficial to our physical and mental health. So, the Comedy category is perfect for me.

I can’t wait to interview podcast hosts who share my mission of bringing laughter to as many people as possible to make a positive difference in the world. Plus, I’m launching my own comedy podcast soon, so this shift couldn’t have happened at a better time!

I’ll “see” you all next month in the Comedy category! 🎧




TV & Film Category Director

Rob Actis

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Living the Law of Action Show



UNDER THE RADAR

Rob's Independent Review Of A TV & Film Podcast You Probably Haven't Heard Of... But Should Be Listening To



FILMTREPRENEUR™

As we continue to navigate through the worldwide pandemic, many people have suffered a complete or partial loss of income. They've had to get resourceful in finding ways to make money.

I am excited to share with you the *Filmtrepreneur™ - The Entrepreneurial Filmmaking Podcast with Alex Ferrari*.

To quote from his website: *"I've been in the film industry for over 25 years and have worked on well over 1000 feature films,*



shorts, commercials, music videos, network promos, documentaries, and webisodes. My personal films have been screened in 600+ film festivals around the world."

This is a true entrepreneurial filmmaking podcast that tells you how to turn your filmmaking into a viable business that generates revenue—recent episodes include “How to make serious money as a filmmaker,” “The million-dollar self-distribution experiment,” and “The Art of iPhone filmmaking.”

Alex, author of the best-selling book *Rise of the Filmtrepreneur: How to Turn Your Independent Film into a Profitable Business*, covers a wide variety of topics like marketing, branding, growth hacking, micro-budget filmmaking, and creating revenue streams from indie films. This is all the stuff they don't teach you in film school!

If you want to play at filmmaking, this podcast may not be for you. But if you want to dive into the business side of filmmaking, you definitely want to give it a listen. 🎧

SUBSCRIBE NOW!



- ➔ Go behind the scenes and into the lives of today's leading podcasters
- ➔ Includes showcases, and reviews of both well-known shows and amazing shows that fly under the radar
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- ➔ And, MUCH more!

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DEFENDING THE RIGHTS OF PODCASTERS

Living A Life Of Service

Todd Cochran has never been one to shy away from challenging himself. From 25 years in the U.S. Navy to creating one of the first podcast hosting platforms, Blubrry, Todd's focus has always been one of service and pushing the boundaries of how things are done. He believes that creating content, products, and services that help people improve themselves and take care of their families is what life is all about.

Todd, a Podcast Hall of Famer, has been recording his podcast, *Geek News Central*, since 2004. He was one of the first podcasters and literally wrote the book on

it. And as the best of these stories go, it was all because of a “fortunate” accident that the wheels were set in motion.

While in the Navy, Todd was injured in an accident which provided him the opportunity to discover some new things to do. He loved communicating and engaging directly with others, so he set up a BBS (bulletin board system). (If you are as old as I am, you will remember the days when we used modems to connect to forums to learn, share, and exchange ideas. Those forums were known as “bulletin boards.”)



When that technology was buried in the tech ‘graveyard’ in 2002, Todd moved into blogging, but he missed the instant connection. Enter podcasts in 2004, and then just one year later, the start of Todd’s quest to “*help every podcaster, large and small, have a lifetime-sustainable show.*”

If you listen to *Geek News Central*, or his other podcast, *New Media Show*, that he cohosts, you’ll notice the ferocity with which Todd defends the right of every podcaster to put out content his or her way.

The foundation of his companies, including parent company RawVoice and Blubrry Podcasting, is to help podcasters build their brands and keep podcasting open to everyone, no matter the number of downloads of their show. As a result, Todd has become a podcast advertising master, and was the first to get major advertisers to invest in the relatively new realm of podcasting back in 2005.

Todd’s passion and purpose are to support the everyday podcaster. With over 75,000 podcasts on the Blubrry platform, he is not taking that responsibility lightly. New podcast platforms are popping up every day, and that means Todd and his partners and team are always looking to find new ways to change, grow, and make it easier for the average podcaster to focus on content over process. He also strives to get major advertisers to recognize that the up-and-coming players are perhaps even more valuable to their brands than the big names in podcasting.

Todd is also one to “walk his talk.” He used to do all the booking and research himself for *Geek News Central*, his bi-weekly show that hits tech topics from the last 24 hours before each show. With all the other pressures of building his businesses and hosting and co-hosting multiple podcasts, he realized something had to give. He reached out to his network of fans and found the person who is now his producer. He says, “*I couldn’t live*



without him. He thinks like me... actually, better than me." We all need a producer like that!

Fans of *Geek News Central* are like family to Todd. In fact, when you listen in, you'll notice that the first 15 minutes or so of each episode consists of 'conversations' he has with them. His fans are active in their support of the show, and he knows what is on their minds because they interact with him after the episodes. He will often address them directly, with comments like, "*Hey Jack, what do you think about that?*" during the show, and listeners will answer after they listen to the episode. He doesn't do any prepping with them, and they don't know they will be mentioned in the next episode, but his fans know he is making an effort to connect directly with them.

That should tell you a lot about the man behind the show. How many shows do you listen to on a regular basis that allow you that level of interaction? How many hosts do you know who go beyond their microphone to not only provide content, but really, an entire podcast—like Todd's *New Media Show* cohosted with Rob Greenlee from Libsyn, his Blubrry Podcasting competitor—to share all the knowledge they have gained while running their own podcasts, building one of the largest podcast hosting services, and helping independent podcasters create brands and utilize their tools to become sustainable? I don't know of many.

Todd's passion and purpose are to support the everyday podcaster.

Remember how I mentioned Todd is all about service at the beginning of this article? He is able to be of such service to others because he has succeeded himself. "Paying it forward" is his mantra, and he hopes that those he helps pay it forward to others along their journey, too.

Meanwhile, Todd will keep on podcasting... keep on developing tools for podcasting... and keep on making sure that podcasters have the freedom to do their shows without restrictions or oversight.

He believes that every voice can make a difference and should be used to elevate the conversation.

I am in on that. What about you? 🎧



Technology Category Director

Laura Steward

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It's All About the Questions 🎧



UNDER THE RADAR

Laura's Independent Review Of A Technology Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE KILLING IT PODCAST

Ryan Morris, Karl Palachuk, and Dave Sobel provide commentary on the changing world of technology and emerging tech every week. These guys have been on the leading edge of tech for decades from inside the world. Having worked on all sides of information technology, they have turned their attention to an area of tech they feel needs change: Tech News.

What I love about the show is they have fun



making the geekiest of nerdy things real and interesting, all while providing a perspective few outsiders ever get to hear. Each show is a master's degree or doctorate perspective on an aspect of technology or the business of technology in the news (or that should be in the news). I think they should record the conversations they have that lead up to the moment they hit the record button, as that would add even more!

This is the first show with three hosts I've listened to that started out great and gone on to elevate their game even further. You can tell these guys respect each other from the very first episode. You can also tell they know their stuff and aren't afraid to have the tough conversations despite still working in the industry they report on.

If you have to pick one tech news show to add to your podcast lineup, make this the one. 🎧



ALAN ALDA IS *CLEAR AND VIVID* AT 84

Television's Favorite Veteran
Becomes A Teacher Of
Communication

I grew up watching *M*A*S*H*.

My father was in the Air Force and often away. Even though it was television, in some small way, it allowed me to have the illusion of experiencing my father's work. *M*A*S*H*—which stands for Mobile Army Surgical Hospital—features Alan Alda as Captain “Hawkeye” Pierce and is set in South Korea. It spans eleven seasons, resulting in the cast of the show becoming a close-knit family.

When the final episode aired in 1983, it is estimated that 125 million viewers watched.

For baby boomers, beloved actor Alan Alda is a household name. Now 84 years

old, Alan has been a director, written several *New York Times* bestselling books, and currently hosts a successful podcast, *Clear and Vivid*, with more than 100 episodes published to date. Listening to them, it is easy to fall in love with Alan's enthusiasm, joy, and infectious laughter.

An avid fan, I was thrilled to have the chance to sit down “with” Alan. My first question? About Alan's own military experience, of course.

Laughing, Alan explained that he was “*sort of*” in the military.

“There's a bit of a myth on the internet that I was a gunnery officer in Korea. I was never a gunnery officer, and I



was never in Korea. In fact, I was never out of the country on active duty. I was in the ROTC. And my active duty consisted of six months of training as a first lieutenant, and then another six months having to train again. I don't know why. They took people who are already trained and then trained us all over again. I did learn things in the Army that I value today, like organizational skills. And as a director, I was filming a revolutionary war battle and had 200 extras charging at each other. I'm thinking with seven cameras, it could take days to shoot. We did it in like two takes."

How did Alan Alda, actor/director/producer, discover his passion for communication?

*He believes it began on the set of M*A*S*H with his fellow actors. "It was a very important milestone on the road to learning how to be a better actor, and to learning more about communicating. I didn't know I was learning about communicating; I just thought I was learning about acting. So I had begun trying to be a better actor by learning to relate better."*

The core cast developed a camaraderie, and "Most of the time, we would stay on the set in a circle of chairs just to make fun of one another, and to laugh and play games. That closeness we really had in those moments was on the set, but off camera. When we were called to



📍 Guests on *Clear and Vivid* have included (clockwise from left) actor Adam Driver, Ben Stiller, and comedian Conan O'Brien

camera, we were able to keep that same energy going, except we did it in terms of the lines of the scene. But there was an awareness of one another. We weren't acting our own individual parts... we were part of the whole. That's a very important thing to experience. And you can only learn it by experiencing it—not by being told to do it."

Following *M*A*S*H*, Alan became the host of the PBS series, *Scientific American Frontiers*. Having spent years learning to relate, listen, and communicate clearly, Alan shared this insight:

"As I was interviewing scientists, I

realized I was using these techniques to make contact, so that we had a personal relationship. I didn't just give them questions that would allow them to give little mini-lectures. I asked them questions that came from my own curiosity about, and understanding of, what they were doing. And if I didn't understand what they were doing, I badgered them until they made me understand."

The Alan Alda Center for Communicating Science was born out of the lessons learned from Alan's experience on both *M*A*S*H* and *Scientific American Frontiers*. *"I realized that, if scientists could be taught to connect like that to an audience, they*

would be more powerful overall in their communication, because they'd be more personal. So that's when I helped start the Center for Communicating Science at Stony Brook. We teach improvisation as a way to develop the best message for a particular audience. And so far, we've taught over 15,000 scientists and medical professionals around the world."

Alan's podcast, *Clear and Vivid*, was launched during a meeting with advisors at the Center in 2018. Alan shared, "I'd never thought of it. We started doing it a very short time later. And it's one of the happiest times I've ever had doing something vaguely related to show business. I really love it. I get to talk with real and interesting people."

Now in its ninth season, *Clear and Vivid* guests have included Sarah Silverman, Itzhak Perlman, Tina Fey, Katie Couric, Michael J. Fox, Neil deGrasse Tyson, Tom Hanks, Carol Burnett, and more. "I've had really iconic people on the show. There have also been fascinating people who you probably haven't heard of. I always encourage listeners to look for names they don't recognize, because some of the most touching, interesting, funny stuff happens with those people. We ask them on the show because they're good talkers, and they have something to say about

"[Podcasting is] one of the happiest times I've ever had doing something vaguely related to show business."



Alan with actress and comedian Carol Burnett, a guest on *Clear and Vivid's* June 10, 2019 episode.

communication. And it's really worth hearing them."

Alan has a unique method of preparing for his guest interviews.

"The podcast is about relating to people. I don't come into the podcast with a list of questions. I write 10 things I'm curious about on a piece of paper, and I don't even look at it during the interview. Because as I ask my guests questions I'm genuinely interested in getting answers to, by the end, I find out I've covered everything on the paper! Each question I was curious about came up organically in the conversation. Because the worst kind of interview is where somebody says, 'How's your family?' 'Well, my grandmother died.' 'Tell me about your next picture.' I mean, I've been in that situation, right? It doesn't make you feel great, and there's a noticeable tone of voice that occurs in the person being interviewed. It's not that personal. It's like a commercial."

Alan's interviews always end with seven

questions, and the fun for Alan is in the guest's answers.

"It's really seemed to make people pause. They go, 'Oh, wait. Let me think, you know? And then something comes out that sometimes none of us expect, including the person who says it. It's fun."

One of Alan's most surprising interviews was with Paul McCartney. Alan recounts, *"I was so excited that McCartney was coming in. My staff made sure there were two guitars and a piano in the room just in case Paul wanted to sing a song or something. And I said to them, 'You can't do this. You can't impose on him like that.' And while I was complaining, McCartney walked in the door. He saw the guitar, and in a polite way, he asked, 'What's this?'"*

"I quickly tried to explain that I hadn't known that was happening—that I regretted having the instruments in the room. And we made contact, and we had a great time. And then, during the podcast, I said, 'Your

"There's a bit of a myth on the internet that I was a gunnery officer in Korea. I was never a gunnery officer, and I was never in Korea. In fact, I was never out of the country on active duty. I was in the ROTC."



melodies are so gorgeous. And they've touched billions of people. How do you arrive at a melody? How do you find it?

"Paul said, 'Well, I sit at the piano and I plunk down chords. There's a piano over there. Let me show you what I mean.' And he goes to the piano and starts playing chords. Unfortunately, the piano hadn't been tuned in about 18 years. But he didn't complain, thank goodness. He started writing a melody right on the podcast. And I thought that was an extraordinary moment, because you're hearing genius at work. And I was so grateful to him. We got along great. We did vocal warmups together. We had so many moments that surprised me and made me really glad to be talking with him. I'm so grateful for all the people who help make that happen. Because I love doing it. I'm a little selfish about doing it, too. It's probably more for me than for anybody else."

Alan's hope for the future is to have his dream guest, Michelle Obama, on the show. *"We've tried a few times to get her; she's such a great talker. She's such a good communicator, and she doesn't sound like she's being interviewed. I'd love to have her on, but everybody wants her. So she's just still not available, but someday!"*

Not ready to retire, Alan shared that he has a new podcast coming out this month, *Science Clear and Vivid*. He'll interview scientists and hopes that *"listeners of the podcast get that same sense of exaltation, hearing what the human mind is capable of understanding... of lifting up the carpet*



of nature and seeing what's under. It's amazing."

Our conversation ended with me asking Alan what is it that drives him to continue to teach and learn in his eighth decade. He answered like a mage:

"It's wanting to have fun in the best, most serious way. My friend Wayne Rogers, who's unfortunately not with us anymore, had a wonderful saying that he kept repeating to me after we were done with the show and getting bombarded with offers to do too many things that we didn't have time for."

"He would say to me, 'Remember fun, fun, fun. If you have fun, it's worth doing. There's nothing better than to have fun under all circumstances.'" ⓘ



Society & Culture Category Director

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UNDER THE RADAR

Gin's Independent Review Of A Society & Culture Podcast You Probably Haven't Heard Of... But Should Be Listening To



GRAYING RAINBOWS

The 32nd National Coming Out Day was Sunday, October 11.

The mainstream perception of the term “coming out” usually refers to LGBTQIA+ persons publicly disclosing their sexual orientation or gender identity to friends and family. To the LGBTQIA+ community members, there are many stages to the process, beginning with self-realization and self-acceptance. This journey can begin at any age in a person’s life span.

Graying Rainbows is a monthly podcast

dedicated to the coming out process later in life. After 38 years of marriage and finding herself a widow, host Ginger Campbell, M.D. began her coming-out journey. She searched for both community and support and wasn’t able to find it. That is how the podcast and FB community was founded.

Many of Ginger’s guests have grandchildren, were married, are working professionals, or are retired. The episodes are raw as guests authentically share their feelings of guilt, anxiety, and fear about how their coming out would affect their families and lives.

Graying Rainbows helps listeners not feel alone in their process by offering a private supportive community. Family and allies can gain understanding and empathy for the psychological, spiritual, and financial aspects that contribute to the decision around coming out.

For listeners living in countries where coming out is illegal or discouraged, this podcast can provide a needed respite and hope. 🎧



UNRAVELING THE MYSTERIES OF THE BRAIN



Bridging A Passion For Philosophy & Neuroscience



Podcasters often say that their inspiration to begin podcasting came from listening to a podcast and thinking “*I can do that!*”

Virginia “Ginger” Campbell, M.D. listened to her first podcasts—*Skeptic Country* and *The Signal*—when they first debuted on iTunes in 2005. Although podcasting struck a chord with her, there were two immediate setbacks: she didn’t like the sound of her voice, and she didn’t have a clear topic.

Prior to medical school, Ginger received a graduate degree in Biomedical Engineering. She was also a student of Eastern Philosophy and Buddhism. She then began to study Western Philosophy and a branch of philosophy called “Philosophy of Mind.” Her interest in neuroscience began when she realized “*the sciences had reached a point where we can study things like consciousness and how the brain makes us who we are. I’m a big-picture person, and with what we now know about the brain, it is helping us understand why people act the way they do.*”

In 2006, Ginger was listening to a podcast and participating in an online discussion forum. Out of Australia, *The Sci-Fi Show* was a blend of philosophy and science fiction. Ginger was constantly responding to comments from other listeners about the brain and making book recommendations for follow-up reading. Soon, the podcast host reached out to Ginger and suggested she record a five-minute book review for his show.

“There was a big sense of community. In fact, that was one of the things that attracted me to podcasting.”

The book she chose to review was *On Intelligence* by Jeff Hopkins, the inventor of the Palm Pilot.

Ginger remembers, “*I did a review of his book, and once I had recorded it, I was jazzed! I got the high most of us who enjoy podcasting get from recording. I had already known that I didn’t want to do a podcast focused on medicine, but this made me realize that I would never run out of material if I did a show about the brain.*”

Thus, Ginger’s *Brain Science* podcast launched in 2006. At the same time, Ginger was also inspired by podcaster and author Mur Lafferty, who was hosting two podcasts at the same time. Ginger found that some of her guest interviews didn’t fit *Brain Science*, but would be perfect

for a show of a different nature... so she launched her second podcast, *Books and Ideas*.

In the early days of podcasting, Ginger recalls there being “a big sense of community. In fact,” she said, “that was one of the things that attracted me to podcasting—the sense of community among the indie podcasters. That’s kind of been hard to maintain as corporations have taken over.”

Ginger describes *Brain Science* as “the show for everyone who has a brain, because from the very beginning, my intention has been to communicate these things to people who have no background in this area. Now, it turns out that 10 to 20% of my audience has MD’s and PhDs—psychologists. But most of my listeners are students. Then there are people who may have mental health or neurological issues. The numbers of emails I get from people and families of patients who say how much the show helps them really surprises me. I never anticipated being a resource, but it turns out that the more you know, the more empowered you are.”

Not only has Ginger been able to meet and network with many women podcasters in science like Pamela Gay, Dr. Kiki Sanford, and Mignon Fogarty within her first year of podcasting by attending events, but she also receives emails from students around the world who are looking to specialize in neuroscience. Ginger mentioned that “a woman in Iran asked my permission to use my show as a teaching tool at the

GINGER

listens to



THIS WEEK IN VIROLOGY

Twiv is an informal yet informative conversation about all things viruses.



THE FEED THE OFFICIAL LIBSYN PODCAST

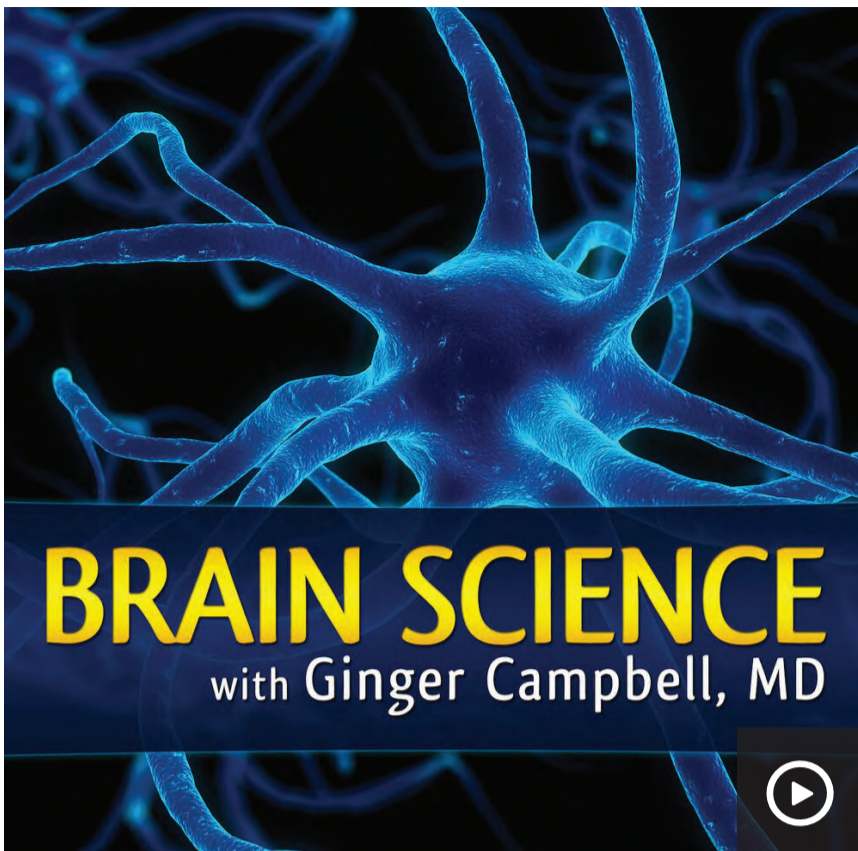
Podcasting experts Rob Walch and Elsie Escobar discuss podcast strategy, tips, media hosting and all things Libsyn.



BEN FRANKLIN'S WORLD

A podcast for people who love history and want to know more about the early American past.

“I had already known that I didn’t want to do a podcast focused on medicine, but [I soon realized] that I would never run out of material if I did a show about the brain.”



Ginger with her dog Rusty

medical school in Iran. And she recently wrote to me that she's finally going to start a Persian language neuroscience podcast."

In fact, Ginger credits learning how to podcast and studying neuroscience for her current position with the Veteran's Administration Hospital in Birmingham, AL. Ginger had worked as an emergency room physician for 20 years, and in 2014, *"I went back and did a fellowship in palliative medicine when I was 30 years out of medical school. Podcasting, and especially reading neuroscience and then creating the show, was what gave me the confidence to go back and do a fellowship. I basically taught myself neuroscience. So, if I can teach myself neuroscience, I can go and do a fellowship in palliative medicine."*

Recently, Ginger started a third podcast, *Graying Rainbows*, a podcast for adults coming out as LGBTQ+ in their later

years. She has also published an eBook based on her interviews for the *Brain Science* podcast titled, *Are You Sure? The Unconscious Origins of Certainty*.


Looking toward the future, Ginger has no plans on slowing down as she continues to expand her podcast to video and possibly more books in the future. Ginger also shared a personal realization:

"The greatest irony of the whole experience is knowing that the show has probably helped thousands of people—which means that it's had a bigger impact than I have had taking care of patients in real life. And that, to me, is both gratifying and just a little weird." 🗣️



Science Category Director

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Embracing Courage 🎧



UNDER THE RADAR

Gin's Independent Review Of A Science Podcast You Probably Haven't Heard Of... But Should Be Listening To



THE INFINITE MONKEY CAGE

I am fascinated by science. *The Infinite Monkey Cage* title caught my eye because of my knowledge of the 100 Monkey Principle. After googling the “infinite monkey theorem,” which the show is named after, I knew I needed to listen to this podcast.

The Infinite Monkey Cage is hosted by physicist Brian Cox and comedian Robin Ince. They also routinely bring on others to co-host with them, including scientists and other comedians. Initially, when reading the episode titles and the descriptions of the scientists, I couldn't



imagine how serious scientists could mesh with comedians, but they do!

The topics over the past 11 years cover everything imaginable! They have investigated UFO phenomena, religion, cosmology, chemistry, oceanography, the paranormal, and the possibility of space travel (there's even an episode with Patrick Stewart from *Star Trek*!). My favorite so far is about space archeology and how satellites and views from space are allowing archeologists to discover new ancient sites.

The guest scientists are relatable, and their explanations are understandable by non-scientists. The fun part is when the comedians interject with an unexpected comment or question that sends the entire show down a rabbit hole, or the hosts and guests burst into uncontrollable fits of laughter.

This is a feel-good podcast. There is brain candy for armchair scientists, and listeners with a penchant for British humor will be doubly satisfied. 🎧



▶ INTERVIEW

COMEDY

A FATED

FRIENDSHIP

How Two Moms Came To Share
The “Utter Ridiculousness” Of
Motherhood With Millions



After several years of friendship, Jen Smedley and Kristin Hensley found themselves on stage doing an improv comedy skit together, and they understood for the first time why the universe connected them.

A “great” comedy duo is the exception, not the rule, among comedians. “Martin and Short,” “Laurel and Hardy,” and “Martin and Lewis” all had something special. To be successful, the two comedians must not only have amazing chemistry between them, but also share that same chemistry with the audience.

Born from that improv moment on stage, Jen and Kristin’s comedy duo show, *I Mom So Hard*, was released on Facebook via a simple 2:40-second video. It was intended to be an introduction of themselves and the show they were about to begin.

Except Jen had a moment—one all moms share, understand, and can laugh at. And in a way only best friends can do, Kristin poked fun, and they laughed together at the utter ridiculousness of motherhood. Then, the viewers answered every question Jen and Kristin had about the viability of their show idea. In just a few hours, their brand-new *I Mom So Hard* Facebook page grew to 170,000 fans.

Whether they’re trying on swimsuits, going through the contents of their purses, or comparing the health benefits of spin class vs shopping with kids, their ability to find the humor in every moment of motherhood has earned them 2,000,000 fans every week.

A comedy duo with chemistry like theirs must come from a lifelong friendship stemming from childhood, right?

Jen and Kristin grew up in Nebraska, both with the dream of marquee lights in their future. From an early age, they wanted to be on stage, making people laugh.

In high school, while other kids were in band and soccer, Jen was part of a comedy group that played comedy clubs and other venues. Meanwhile, Kristin organized a clown troupe and actually booked gigs for the group.

Both of them had this maturity about themselves, their own abilities, and knew where they wanted to go in life at a very early age.

After high school, they both attended the University of Nebraska in Lincoln. And

To be successful, the two comedians must not only have amazing chemistry between them, but also share that same chemistry with the audience.



“If we ever did a TED talk, it would be titled, ‘You’re Always Going to Do All the Work.’”

then, after college, still maintaining their goal of being on a stage, they left Nebraska for the entertainment capital of the world, Hollywood.

Kristin’s career in Los Angeles began with acting in commercials, teaching comedy improv, getting parts in sitcoms, and any comedy work she could find. Similarly, Jen worked with Second City on comedy,

landed parts on TV shows, and did voice-overs for cartoons like *Bob’s Burgers*.

A few years after moving to Los Angeles, Jen’s comedy team put on a performance, and Kristin was in attendance to watch. The show was great, and everyone hung out after the show.

That’s when Jen and Kristin met for the first time.

You read that right. Both grew up with similar dreams. Both grew up in Nebraska. Both attended the University of Nebraska at Lincoln. Both moved to Los Angeles to pursue their careers, yet neither had ever met.

But by the time the night they met was over, they had discovered all those coincidences, even learning that they lived two blocks apart and drove the same kind of car.

The Universe had spoken.

I Mom So Hard is now four years old. In our interview, Kristin said, “If we ever did a TED talk, it would be titled, ‘You’re Always Going to Do All the Work.’” Why? Because their work partnership has produced more in four years than most achieve in a lifetime, and they have been behind every step of it.

Shortly after their success on Facebook and YouTube, Jen and Kristin put together a 72-city stage show tour that took them all over the U.S. and Canada. They followed that up the next summer with a 53-city tour and are already planning one for 2021.

During that time, they got a Harper Collins book deal that resulted in a 2019 New York Times Best Seller.

Did I mention they caught the attention of TV producers who got them a show development deal and recorded a pilot episode?

They also had their stage show



professionally recorded and available on Amazon Prime.

Now, they’re back to figuring out how to produce regular content while protecting their families from Covid. And maybe, just maybe, they have a children’s book coming out in 2021.

All this while juggling two very young children each, “whatever their names are.”

Now, you can catch the *I Mom So Hard* podcast on every major podcatcher. If you start listening today, today’s the day you’ll have two new best friends. 🎧



Comedy Category Director

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 TracingThePath 🎧



UNDER THE RADAR

Dan's Independent Review Of A Comedy Podcast You Probably Haven't Heard Of... But Should Be Listening To



WE GOT THIS! WITH MARK AND HAL

I don't put ketchup on my hotdog, and I don't like it when syrup touches my eggs. I'll gladly argue with anyone who disagrees. For fun.

"In real life, I don't like confrontation. But if I were to talk about putting ketchup on a hotdog, I could debate that with anyone forever," said Hal Lublin in our interview about his podcast, *We Got This! with Mark and Hal*. You may know Hal from *Thrilling Adventure Hour* and Mark Gagliardi from *Drunk History*.



Everyone has strong opinions about things of no consequence. And we love defending them on things like black socks with shorts, or the best Halloween candy or fast-food chain.

What's even better is hearing your favorite celebrity debate these ridiculous topics. How about Nathan Fillion talking about the greatest movie trilogy? Or Zachary Levi debating the best candy bar? How about Adam Savage debating Star Wars or Star Trek?

Seriously, how is this podcast still "Under the Radar"?

"People are always telling us how much they love yelling at their phone during the episode. It's seriously the greatest community of listeners." I concur. The "We Got This!" community on Facebook adds so much value and fun to the podcast.

If you're ready to debate whether laughter is in fact the best medicine, subscribe to *We Got This! with Hal and Mark*. 🎧



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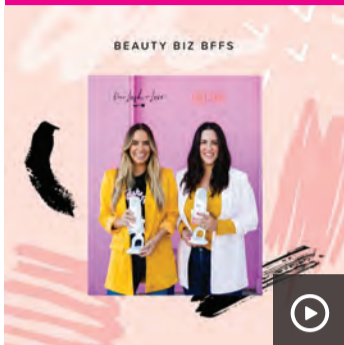
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OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

NOVEMBER 2020

ARTS



BEAUTY BIZ BFFS PODCAST

Hosted by: Kasey Boone and Lorena Ashmore

Two girls, one dream. A fresh, unfiltered behind the scenes with two licensed estheticians and business owners talking all things beauty, business, and everything in between.

BUSINESS

DARK HORSE ENTREPRENEUR

Hosted by: Tracy Brinkmann

If you're a "dark horse" determined to succeed, even if the world's betting against you, this podcast is for you. Tracy's dedicated to sharing how to turn your awe-inspiring vision into reality with an ethical approach to entrepreneurship.



COMEDY



FRIDAY NIGHT COMEDY FROM BBC RADIO 4

Hosted by: Andy Zaltzman

A satirical review of the week's news with Andy Zaltzman and guests Simon Evans, Jena Friedman, Mark Nelson, and Zoe Lyons.

EDUCATION

MILITARY HISTORY INSIDE OUT

Hosted by: Cris Alvarez

In-depth interviews with military history and international relation authors and historians about wars and conflict across the centuries.



FICTION



WE FIX SPACE JUNK

Hosted by: Battle Bird Productions

We Fix Space Junk follows seasoned smuggler Kilner and reluctant fugitive Samantha as they travel the galaxy, dodging bullets and meeting strange and wonderful beings, while carrying out odd jobs on the fringes of the law.

GOVERNMENT



PATCHWORK

Hosted by: Bob Davis

Patchwork, a podcast from the Department of Justice's Office on Violence Against Women (OVW), offers a glimpse into the implementation of the Violence Against Women Act (VAWA) at the local, state, tribal, and national levels.

HEALTH & FITNESS

QUEER & WOO

Hosted by: Marjorie Alexander

Conversations with people from all identities within the queer experience about challenges and self-care, self-acceptance, and self-love, whether you're newly out, or have been for years.



HISTORY



THE STORY BEHIND

Hosted by: Emily Prokop

The Story Behind tells the extraordinary history of the ordinary. Everyday objects are more closely examined, from their ancient beginnings through the present—all within 5-10 minutes.

KIDS & FAMILY

MESSY FAMILY PODCAST

Hosted by: Mike & Alicia Hernon

Mike & Alicia have 10 kids and invite us into some of the conversations they have had with each other about marriage, parenting and family.



LEISURE



GEE THANKS - JUST BOUGHT IT

Hosted by: Caroline Moss

A fun, off-the-wall podcast about "things" you didn't know you needed until you hear about them from Caroline. The products range from books to Castor oil to travel gizmos that are cool and fun.

OFF THE CHARTS

PODCAST MAGAZINE'S **Top Podcast Picks Of The Month**

NOVEMBER 2020

MUSIC

YOU'RE NOT LISTENING

A MUSIC PODCAST

YOU'RE NOT LISTENING

Hosted by: Shaun & Jim O'Loughlin

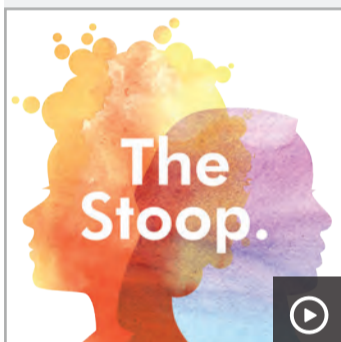
Hosts Shaun and Jim O'Loughlin each bring a song to every episode and talk about what makes it great through personal stories, detailed analysis, and fun, casual conversation!

NEWS

THE STOOP

Hosted by: Leila Day and Hana Baba

A conversation about what it means to be Black and how we talk about Blackness. It's a celebration of Black joy with a mission to dig deeper into stories that we don't hear enough about.



RELIGION & SPIRITUALITY

Moments with Moni



Pondering life from a Biblical Perspective

MOMENTS WITH MONI

Hosted by: Monika Hardy

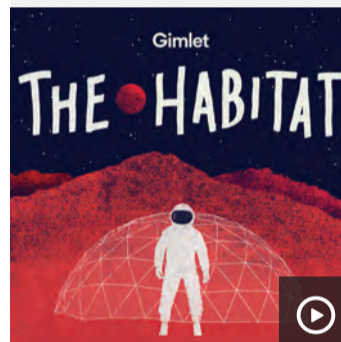
Pondering life from a biblical perspective through Scripture and personal experience of guests. A great listen!

SCIENCE

THE HABITAT

Hosted by: Lynn Levy

Curious about life on Mars? Six volunteer scientists leave Earth behind to spend a year on a simulated mission to Mars. Part Big Brother, part LOST, this podcast will have listeners looking to the stars.



SOCIETY AND CULTURE

WONDERY

SAY YES!

with CARLA HALL



SAY YES! WITH CARLA HALL

Hosted by: Carla Hall

Carla Hall has a signature mantra: "Say yes. Adventure follows, then growth." Each episode features a guest who has taken risks, overcome adversity, and continued on a path to success.

SPORTS



RUSSELL WILSON'S DANGERTALK PODCAST

Hosted by: Russell Wilson

Seattle Seahawks quarterback Russell Wilson and co-host, comedian Jeff Dye, share authentic thoughts on sports, culture, and entertainment.

TECHNOLOGY

GEEK SPEAK WITH LYLE TROXELL

Hosted by: Lyle Troxell

Geek Speak with Lyle Troxell's goal is to "bridge the gap between geeks and the rest of humanity" while exploring the ever faster moving world of tech.



TRUE CRIME

CRIME BEAT

CRIME BEAT

Hosted by: Keith Sharon

Award-winning Southern California News Group reporter Keith Sharon's fresh interviews of criminal masterminds, some of their victims, and the detectives trying to piece together what really happened.

TV & FILM

FILMS TO BE BURIED WITH BRETT GOLDSTEIN

Hosted by: Brett Goldstein

A weekly podcast hosted by Brett Goldstein that talks life and death via movies in detail with an extra-special different guest each episode.



EDITOR'S PICK



PODCAST

THE SMART REAL ESTATE COACH PODCAST

Hosted by: Chris Prefontaine

This podcast is designed to help YOU reach the next level of real estate investing no matter where you are right now. Top real estate experts pulling out the very best advice and insights they have to offer.

PODCAST MAGAZINE RECOMMENDS

We recommend, have tested, and believe in the products, programs, and services shown below.

blubrry



Stats-Hosting-PowerPress
www.blubrry.com

Blubrry is the ideal resource for hosting your podcast media files. They offer affordable prices, great podcast statistics, the PowerPress plugin that makes it seamless to integrate with your WordPress website, and their tech support is superb.

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We love InMotion hosting! They are one of the longest standing web hosting companies around, having been in the business since 2001.

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This month's Top 50 podcasts as determined by podcast fans. Vote at PodcastMagazine.com/Hot50 »

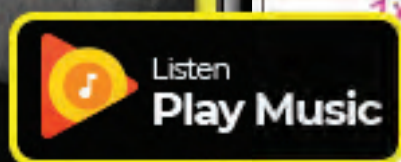
THIS MONTH	LAST MONTH	PODCAST NAME Host(s)		THIS MONTH	LAST MONTH	PODCAST NAME Host(s)
1	1	THE UPSIDE Callie & Jeff Dauler	5TH MONTH AT #1! 🏆	26	-	DOING DIVORCE RIGHT Jen Weintraub
2	2	CERTIFIED MAMA'S BOY Steve Kramer & Nancy	3RD MONTH AT #2! 🔥	27	-	CONVERSATIONS WITH CONNORS Adam Connors
3	-	KRAMER AND JESS UNCENSORED Steve & Jess		28	-	MILKSHAKE PODCAST Jeff Rimmer & Randy Rains
4	5	THANK GOD CANCER SAVED OUR DIVORCE Denny, Amanda, Jamie & Brandon		29	-	TRUE CRIME COUPLE Kay & John
5	-	WEIRD DARKNESS Darren Marlar		30	-	THE MANCAVE CHRONICLES Elias G.
6	7	MURDER, MYTH & MYSTERY Sara, Erik & Mary		31	50	WHAT'S YOUR SPAGHETTI POLICY Alex & Jacob
7	3	CRIME JUNKIE Ashley Flowers & Brit Peawat		32	-	BASKING IN THE SHADE Kari Green & Josh Pitre
8	-	NECRONOMIPOD Dave, Ian & Mike		33	-	GEEK TO ME RADIO James Enstall
9	4	REAL LIFE REAL CRIME Woody Overton		34	-	KNOW YOUR AURA Mystic Michaela
10	15	A PARANORMAL CHICKS Donna & Kerri		35	-	NETWORKWISE PRESENTS: WHO'S WHO IN HR Adam Connors
11	8	THE WILDER RIDE Alan Sanders & Walt Murray		36	43	SWORD AND SCALE Mike Boudet
12	20	THE REAL QUEENS OF QUEENS Cathy & Fran		37	41	GET NOTICED Teia Acker
13	19	FLORIDA MEN ON FLORIDA MAN Greg, Wayne, Josh & Cameron		38	-	HUDDLE UP WITH GUS Gus Frerotte
14	31	LIFE WITH HULA Hula	BIGGEST MOVER 📈	39	24	LIVING WITH LANDYN Landyn Hutchinson
15	-	THE JAMCAST Johno & Mark		40	38	MY SECOND ACT Cadillac Jack & Donna Choate
16	9	THE NEWSWORTHY Erica Mandy		41	36	MORBID: A TRUE CRIME PODCAST Alaina & Ash
17	30	THE AMAZING WORLD OF TALKIN SHIZ CJ & Mattx		42	-	TRUE CRIME ALL THE TIME Mike Ferguson & Mike Gibson
18	-	60MW PODCAST Dave Robinson & Others		43	-	YESTERYEAR UNTOLD Jeff Rimmer & Erin O'Reilly
19	14	CRIMEAHOLICS Kenzi & Holly		44	50	ABSOLUTELY NOT Heather McMahan
20	17	STRANGER DAMIES Mark Myers		45	-	ASTONISHING LEGENDS Scott & Forrest
21	18	THEY CALLED THIS A MOVIE The Main Damie		46	35	BK ON THE AIR Barry King
22	27	INSIDE THE CRAZY ANT FARM Dustin & Logan		47	-	LEADER OF THE CLUB Jessica Chenoweth & Hula Ramos
23	10	ARMCHAIR EXPERT Dax Shepard		48	-	NEXT ON THE TEE Chris Mascaro
24	32	MY FAVORITE MURDER Karen Kilgariff & Georgia Hardstark		49	-	SMALL TOWN DICKS Yeardley Smith
25	29	RAW TRUTH STORIES OF FEMALE INFIDELITY Rebecca Adams		50	-	SMALL TOWN MURDER James & Jimmy

LISTEN NOW

ON ALL OF YOUR FAVORITE PODCAST PLATFORMS!

Each month, Rob Actis counts down the **Top 50 podcasts** in the land, takes you behind the scenes with today's leading podcasters and dives deeper into the shows podcast fans can't get enough of!

HOT 50
HOT 50
HOT 50



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